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A SERIES OF TEXTBOOKS PREPARED FOR THE STUDENTS OF THE INTERNATIONAL CORRESPONDENCE SCHOOLS AND CONTAINING IN PERMANENT FORM THE INSTRUCTION PAPERS, EXAMINATION QUESTIONS, AND KEYS USE IN THEIR VARIOUS COURSES

FORM LETTERS AND FOLLOW-UP SYSTEMS
CATALOGS, BOOKLETS, AND FOLDERS
MANAGEMENT OF GENERAL CAMPAIGNS
MANAGEMENT OF MAIL-ORDER CAMPAIGNS
MISCELLANEOUS DETAILS OF MANAGEMENT
THE ADVERTISING AGENCY
HOW TO ENTER THE PRACTICAL FIELD

SCRANTON
INTERNATIONAL TEXTBOOK COMPANY

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## FORM LETTERS AND FOLLOW-UP SYSTEMS

### FORM LETTERS

#### MECHANICAL DETAILS

1. A great deal of effective advertising is done by means of form letters, which are letters printed in imitation of typewriting. In most of these letters, the date, the name and address, and sometimes other lines are inserted with the typewriter.

In business intercourse, a letter is the best substitute for personal conversation, and the well-prepared form letter, though the body matter is printed and precisely the same communication is sent to thousands, reflects more of the individuality than any other form of printed matter. The reason for the effectiveness of a form letter is not difficult to understand; it is better adapted to direct talk than any other class of advertising matter, and merely because it is a letter, it is more likely to command attention. A man may throw ordinary printed matter aside, but he is more than likely to give some attention to the letters addressed directly to him.

2. Production of Form Letters.—Printing offices in nearly all of the larger cities can furnish form letters from typewriter type that are good imitations of typewriting. In fact, some form letters look so much like typewriting that,

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when the names and addresses are inserted carefully, it is extremely difficult to distinguish the difference.

There are a number of processes for producing form letters, some of which are much superior to the others. When about to order form letters, it is a good plan to ask the printer to show some samples of work of that kind that he has done for others. Then it may be seen how nearly like typewriting this printer's work is and how closely inserted names and addresses can be made to match the shade and general effect of the printed body of the letter.

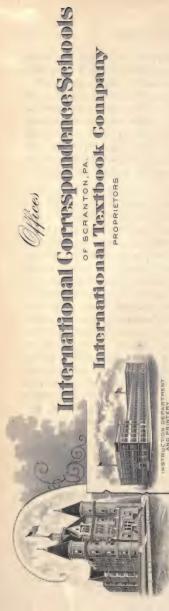
3. In Fig. 1 is shown a good example of a form letter just as the printer would deliver it to a customer. This letter is printed with ink from set type, the "typewriter" effect being produced by a thin cloth that is spread over the type during the printing. With a purple record ribbon on the typewriter, dates, names, and addresses can be inserted in letters of this kind so well that a great many persons will not notice that part is printed and part is typewritten.

Where letters are produced by the "ribbon" process—a process in which printing is done by means of an inked ribbon, so as to give exactly the effect produced by the type of a typewriter striking through a ribbon—it is customary for the printer to furnish the customer with a strip of the ribbon used in printing the job. This strip can then be put on the typewriter and, by careful operating, the names and addresses can be inserted in the same shade as the body matter of the letters.

It is not always easy to match well with a typewriter the form letters produced by stencil processes, and it is almost impossible to match those printed direct from sec type with no intervening thin cloth or ribbon.

4. Styles of Typewriter Type.—Typewriting machines as a rule are fitted with type that corresponds with the 12-point, or pica, size used in printing, but some are fitted with a style of type called "élite," which has a 10-point face. In Fig. 2 are shown four styles of typewriter type. While the faces of the pica sizes are about the same, a close





learn from our Representative that you intend studying Spanish.

Spanish is the language of about sixty-five millions of people, the greater part of whom now have active business relations with the United States. These relations have increased wonderfully in the last few years on account of the acquisition of the Philippines and of Porto Rico, of the freedom of Cuba, the steady investment of American capital in Mexico, the construction of the Panama Canal, and on account of the trade possibilities North Americans have seen in the great territory of South America. be noted by the large increase in the number of advertisements for Spanish correspondents and stenographers. Such persons are able to make twice as much as those engaged in similar work but able to speak English only. In the public schools of New York City, Spanish has been substituted for Latin as an elective study.

work of the Panama Canal, where a knowledge of Spanish is highly desirable. ments, and to operate and manage these when completed. Thousands of young men from the United States are now finding remunerative employment in the Throughout all Spanish-America there is a demand for Americans steam and electric railways, light plants, mining and milling establishthat speak Spanish to superintend the development and construction of

of all foreign tongues. Our method of teaching by means of the Edison Standard Phonograph with the I. C. S. Repeating Attachment, and the Edison Gold Mold Records--affording standard, unchangeable pronunciation, makes Spanish is a beautiful language and is the most easily learned it possible for you at reasonable expense to own a language teacher -- a patient, tireless one. The enclosed folder will be interesting to you. patient, tireless one.

Our Representative will call on you again soon, at which time he will be pleased to demonstrate our method of teaching. We trust you will decide to enroll with us.

Truly yours,

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The second secon

examination will show that the Smith-Premier style is different from the Remington, and that the Oliver is slightly different from each of the others. Therefore, if the inserting of names and addresses in the form letters is to be done on a certain typewriter, it will be important to have the letters printed from type that corresponds. The élite style of type possesses advantages over the 12-point styles in that it is very neat and that more words can be put on one sheet by its use. Large printing houses usually have a number of the different styles of typewriter type on hand.

5. Stationery for Form Letters.—For most classes of follow-up work, a letterhead printed in a simple style and on paper of good quality is best. However, illustrated and special letterheads are coming into use to some extent

Send orders to the nearest Smith-Premier, Pica

We have printed the above Remington, Pica Sold in weight fonts of 25 Oliver, Pica

The Elite is one of the most pop Elite (10-point)
Fro. 2

for form-letter work. A clothier, for instance, may have a cut made of a new style of coat that will be worn during the season, and by using a letterhead with this illustration on it, will combine an advertisement with his form letter. A large electrical concern has used successfully a dozen or more special letterheads in its form-letter work. A letterhead illustrated with the figures of two chefs was used for setting forth the advantages of the electric current for cooking, and in each of the other letters an illustration especially adapted to the subject of the letter was used. Sometimes, a displayed catch phrase or an interesting selling point of the article is printed at the top of the letterhead, the idea being that with this special feature the letter is more likely to command attention.

Some advertisers, fearing that their letters will be thrown away if the usual business card in the corner of the envelope is noticed, use plain envelopes. Others go so far as to have envelope addresses pen-written by women. Whether this plan is advisable depends on the character of the solicitation and the class of people to which the letter is directed.

- 6. Cost of Form Letters.—Where printed letterheads are furnished by the customer, a 1-page letter of about the character of that shown in Fig. 1 will cost from \$3 to \$4 for a single thousand. For larger orders, the cost per thousand will be materially reduced; that is, for 2,000 lots, the rate would probably be from \$2.50 to \$2.75 a thousand, and for 10,000 lots, the rate would likely be in the neighborhood of 90 cents or \$1 a thousand. These prices do not refer to the ribbon process, which, as a rule, costs about \$1 a thousand more than the cheaper processes; nor, as just mentioned, do these figures include the cost of letterheads. If the printer is to furnish the letterheads, that cost will be extra. As in other classes of printing, prices are by no means uniform among printers; therefore, the foregoing estimates should be considered merely as a general guide in determining the cost of producing form letters.
- 7. In furnishing the printer with letterheads for form-letter jobs, it is always advisable to send some extra copies, say about 15 or 20 on an order for 1,000, and 50 or 75 on an order for 5,000. In getting the job ready for printing and in the presswork, a number of letterheads are always spoiled, and it is necessary for the printer to have some extra copies if he is to furnish the full count of perfect letters on the finished job.
- 8. Arranging Form-Letter Copy for Printing. The principles that apply to the arrangement of business letters in general also apply to form letters; that is, there should not be so much matter furnished that the letter will appear crowded. This is a common fault of form letters. In preparing the copy, the letter should be typewritten carefully on a letterhead of the kind that is to be

used in printing, in order to be sure that the matter balances well. Care should also be taken to have a blank margin of at least  $\frac{3}{4}$  inch at both the left side and the right side of the sheet. If the names and addresses are to be inserted afterwards, enough blank space should be left at the top of the body matter of the letter for that purpose, as in Fig. 1. If the matter is to be set single-spaced, or solid, as it is termed in printing, as shown in Fig. 1, a blank space of one line should be left between paragraphs. A great many form letters are printed without this blank space between paragraphs, thus giving a crowded appearance, much unlike good typewriting, which these letters are supposed to imitate.

As a rule, a full page of typewritten matter should not consist of less than three paragraphs. Four or even five paragraphs are still better. Frequent paragraphing adds materially to the readability of the letter, especially if it is single-spaced; if it is double-spaced, the need for frequent paragraphing is not so urgent.

There is no dash on the usual typewriter keyboard, and in typewriting and printing many stenographers and printers use one hyphen as a makeshift. This is wrong; two hyphens must be used, one immediately after the other, so that there will be some distinction between the hyphen and the dash.

9. Some form letters are printed with a salutation, such as Dear Sir, Dear Madam, Dear Friend, or with no salutation, and are mailed without any names or addresses being inserted, as shown in Fig. 3. Of course, such letters can be sent out more quickly and at less expense than those in which dates, names, and addresses are inserted, but they are somewhat lacking in directness. If no inserting is to be done, it is not necessary that the portion of the letter printed in typewriter type be exactly like original typewriting, but, as stated previously, where names and addresses are to be inserted, the printing must be practically a perfect imitation of the typewriting, so that the average person will imagine that the entire letter is typewritten.

### BUSINESS SENSE

#### EDITED BY FRANK SAMTER

CHICAGO

THE BUSINESS SENSE COMPANY

NEW YORK, N. Y.

Wouldn't you spend 6 cents a day to increase your business or your salary? Even on the slightest conceivable chance that you could get only

Even on the slightest conceivable chance that you could get only one idea of real business-building or salary-raising value, wouldn't you spend a mere nickel--the cost of one ordinary, cheap cigar--to secure it?

Think, then, of securing not only one idea but 1,200 pages of them! Not ideas that MAY help to increase your income, but ideas that already have built up the greatest businesses in America; ideas that have transformed tiny stores into giant corporations; ideas that have raised \$10-a-week clerks to general managers; selling ideas; advertising ideas; management ideas; ideas for the factory, office, or store. And given you in worked-out, detailed form, mind you, entire systems and methods of getting and holding business, analyzed, explained, and made ready for immediate use in your own business.

In all the world of business, not even an attempt has ever before been made to give such aid to business men as is embodied in the "Business Sense Library." In its 1,200 pages is practically condensed the life-time experience of nearly a hundred successful men. Their brains, their ideas, their very working methods are given you in such simple, attractive, even fascinating form that to read them is like the perusal of an absorbing story; and to study them is not only a matter of financial gain, but a matter of the keenest interest and pleasure.

And 6 cents a day will bring these six handsome volumes to your desk. Really they cost you nothing, for you pay for them out of the money they will enable you to make, the customers they will bring, the goods they will sell, the business weaknesses they will eliminate. And is there any red-blooded business man, employer or employe, who will let such a sum deprive him of such aid-experience that other business men have spent thousands and worked for years to obtain.

Yet even this is not all. This same identical, trivial 6 cents a day also brings you BUSINESS SENSE, the famous business magazine! BUSINESS SENSE, the source of inspiration and help to 300,000 business men! BUSINESS SENSE, the 150-page monthly that is crammed to the lid with the kind of ideas that make both businesses and men. Practical, tangible, money-making ideas for you.

Merely pin a \$2 bill to the coupon in the circular attached. Tear out, slip in an envelope, and mail to us at our risk. The balance can be paid in monthly instalments, so small you will not notice them, a fraction more than 6 cents a day-a sum that the ideas in a single chapter alone will repay a hundredfold when applied to your business. But the time to begin to increase profits or win promotion is always at once, Sign and mail the coupon today.

Yours very truly

THE BUSINESS SENSE COMPANY

LONDON

As form letters are sent out in great quantities by advertisers, persons that receive much mail get so many form letters that they recognize them as such unless the similarity to original typewriting is unusually good; but even if they do, a neat form letter with the name and address of the person carefully inserted has a personal feature about it that is lacking in all other forms of printed matter, and is therefore more likely to be read. There are, however, thousands that do not receive a great deal of mail and cannot tell that part of the letter is printed. Such persons receive such a communication as one written especially to them.

10. How to Provide for the Inserting of Type-written Matter.—There are various ways of making form letters look exactly like those written on the typewriter. One plan is to have a word or two printed wrong in the body of the letter and then have the mistakes corrected on all the copies with pen and ink.

Another method is to leave several lines blank in the body of the printed letter, and then, when the name and address is inserted, to have something of a personal nature typewritten in these blank lines. This personal matter may include the person's name or the name of an acquaintance of his. As an illustration, the first line of the letter shown in Fig. 1 could be omitted in the printing and then, when the name and address is inserted, a special line could be inserted by the typewriter-operator as follows: "We learn from Mr. William Jones, of your town, that you intend to take up the study of Spanish about September 1." This plan gives a personal feature to form letters.

Still another plan is to have a letter consist of two sheets, the first one being printed and the other wholly type-written. In this case, space is left at the top of the first sheet for inserting the name and address, while the necessary personal features are covered by the matter written on the second sheet.

A common method is to have the printer leave space somewhere in the body of the letter so that the name of the person addressed, that of a retailer, or that of some other person may be inserted by means of a typewriter. Suppose, for instance, that the form letter treats of a new brand of coffee and it is desired to refer in some way to the local grocer. The best way to do this would be to leave a blank space near the end of a line so that the name of the grocer would look well, no matter if it were short or long. A letter of this kind could start something like this: "Acting on the suggestion of our local agent ." The object in all letters of this kind is to use enough words to bring the blank space for a name near the end of a line, where it will be convenient for the inserting of the name and at the same time not detract from the appearance of the letter. Using a person's name lends a desirable conversational tone to the letter.

- 11. The Importance of Good Matching.—Good matching is very important in inserting names, addresses, and other matter in form letters. Most form letters are poor in this respect. It may seem to be a simple task to match the body of a form letter printed in purple ink, but it will be found that there are a great many shades of purple. The ribbon on the typewriter must be the exact shade of the ink used in printing, and the operator must be careful to strike the keys of the typewriter just hard enough to have the impression of the typewriter type match the work of the printer. Care must also be taken to insert words and lines in exactly the right place.
- 12. Addressing Form Letters.—Only operators experienced in inserting names and addresses in form letters can do this kind of work rapidly and well. To do it rapidly, the operator should have practice enough to place the form letters in the typewriter in the proper position without much adjusting. To get the best effect, the machine should have on it several pieces of ribbon, some used more than others, so that when the printing on the form letters is a little heavy, or dark, a fresher ribbon may be used, and so on. Even in a small lot of letters, the printing of some of them will be darker than that of others.

13. In an 8-hour day, an expert operator can insert from 600 to 800 dates, names, and addresses in form letters, and fold and place these letters in envelopes. If the operator must address the envelopes in addition, from 300 to 400 letters a day would be considered a good average. Special paper guides for typewriters are available for use in doing this work, so that the form letters may be inserted in the machine with the margin just right for putting in the name. When envelopes are to be addressed, expert operators usually slip the envelope in, after date, name, and address have been inserted in the letter, and address the envelope before removing the letter. Both letter and envelope can then be taken out with one motion, thus saving time.

There is now available an envelope with a transparent panel, into which a form letter folded in a special way can be inserted so that the address on the letter will be visible through the transparent panel. This envelope saves half of the addressing work, but it calls for a radical method of folding, and the envelope address is not so plain as it is by the usual method.

14. Where inserting work is done too rapidly, it is sure to be poor. The address will be inserted too far away from or too near the body matter, the typewriting will be heavier than the printed matter, and the letter will have an appearance that at once betrays the fact that the name and address is the only part of the letter that is typewritten. If form letters are to be used, it pays to have the work done neatly.

The addressing of the envelopes should be done carefully. Where the letters go to local addresses, the name of the city should be written, as requested by the postal authorities, and not the word "City." The stamps should also be affixed in the proper place and with the right side up.

15. Signatures of Form Letters.—If only a few form letters are to be sent out, it is well to sign them with a pen. Most form letters, however, are either signed with a rubber stamp or a typewritten signature is printed, as shown in Fig. 1, and a clerk writes a personal signature with a pen

just under the firm title. This latter method is more likely to create an impression that the letter is written to the recipient personally.

16. When large quantities of letters are to be sent out, and both the letterheads and the form letters are to be printed, much time can be saved by having the signature printed at the same time as the letterheads. Such signatures are printed from a cut and are run in the same color as the letterhead, which is usually black. In such cases, the entire form letter, including the heading and the signature, is set up by the printer, so that the proper place for the signature can be determined. The type is then separated and the letterhead and signature printed, after which the body of the letter is run. Printed facsimile signatures are as good as those made with a rubber stamp.

#### USE OF FORM LETTERS

- 17. Form letters are very useful in ordinary business correspondence where letters of the same kind, such as those acknowledging receipt of subscriptions, small orders, etc., have to be sent out in large numbers and where nothing is gained by writing personal letters. Aside from this use, form letters are used to supplement catalogs, booklets, etc.; and sometimes the form letter embodies the greater part or all of the advertising material.
- 18. Form Letters in Direct Advertising.—The form letter is coming more and more into use as a direct-advertising plan. In Fig. 3 is shown a form of a letter used in this way. Some retailers send out to their customers form letters calling attention to special offerings. Advertisers of specialties, and solicitors, such as those selling advertising space, insurance, or service of some other kind, frequently rely on the form letter to a great extent.
- 19. Form Letters in Supplementary Advertising. The greatest use of the form letter is probably in connection with other advertising matter, such, for instance, as catalogs,

booklets, etc. Usually a form letter is sent out with the catalog, and often a series of letters is used in "following up." No matter how attractively a catalog or a booklet is prepared, or how thoroughly it covers all the selling points of the article advertised, its canvassing power is strengthened by sending a good form letter along with it. The letter has a power that no catalog possesses, and it may be used not only to give a directness to the canvass, but also to emphasize particular features of the advertised articles or of the selling plan.

20. Growing Importance of Form Letters.—The use of form letters constitutes a branch of advertising that has developed greatly in late years, and it is one to which much attention can be devoted profitably. The cost of getting replies to advertisements is too great for inquiries to be handled carelessly. The sale very often depends on the letter. It sometimes happens that where the cost of securing orders by other methods is prohibitive, the use of letters will bring the cost within the limit fixed by the advertiser. Too often, however, advertisers spend thousands of dollars a month to get inquiries about their goods, and then allow ineffective form letters to be sent out, thus throwing away or greatly lessening the chance for sales. There is a good field for writers of high-grade sales letters.

21. Form Letters Compared with Special Letters. As useful as form letters are, they do not by any means take the place of special letters. In selling high-priced articles, it is frequently expedient to write special letters no matter if they give no more information than do the form letters. A person inquiring about a high-priced automobile or a launch is not likely to be favorably impressed if he receives in reply a form letter with his name and address filled in.

Even when a form letter may be used to advantage in responding to the original inquiry, it is not ordinarily advisable to use form letters in replying to further communications from the inquirer. His special questions should be answered carefully, courteously, and convincingly in a special letter.

#### FOLLOW-UP SYSTEMS

#### GENERAL DETAILS

22. Definition.—A follow-up system is nothing more than a series of solicitations, which usually consists of several form letters—sometimes sent alone and sometimes with other printed matter—mailed at intervals to prospective customers. As an illustration, let it be supposed that the manufacturers of a felt mattress receive an inquiry. On receipt of the inquiry, a catalog would be forwarded, and in the same mail would be sent an order blank and a good form letter emphasizing the merits of the mattress and endeavoring to close the order. If no order or no answer is received from the inquirer within 10 or 12 days (some advertisers allow a longer time to intervene), a second letter would probably be sent, and within 10 or 12 days more, probably a third letter would be forwarded.

23. Number of Letters in a Follow-Up System. Follow-up systems sometimes consist of as many as six or eight letters, but usually they consist of only three or four. Much depends on the article advertised, the margin of profit, and the class of people to whom the letters are sent. Where the article is something that most persons deliberate over for a long time, such as purchasing a piano, or selecting a school for a daughter's education, a longer series of letters would be advisable than in other cases. Where the advertiser hopes to make a permanent customer of the inquirer, it is obvious that he can afford to spend more time and money on a follow-up system than would be advisable where only one sale of a low-priced article could be made. If an inquiry is referred to a local agent, as in the letter shown in Fig. 4, usually only one letter is sent. The local dealer is

then expected to look up the inquirer and to try to get the order. However, as local dealers and agents cannot always be depended on to do this, some advertisers write a second letter for the express purpose of learning whether the

#### AMERICAN PHONOGRAPH CO. NEWARK, N. J.

LONDON PARIS

### AMERICAN PHONOGRAPHS AND RECORDS

BEUSSELS

April 21, 1909

S. R. Hall,

Scranton, Pa.

Dear Sir:

In compliance with your request, we take pleasure in sending you under separate cover our Phonograph booklet and our new catalog of Electric Records.

We trust you will give these pamphlets careful consideration. Whether or not you decide to purchase, you will find them very interesting.

The American Phonograph is one of the greatest scientific marvels of the age, and in its present perfection is not to be compared with inferior imitations.

All genuine American Phonographs and all Electric Records bear the stamp of the American Phonograph Co.

The Electric Records, made by a secret process, are far superior to any others in variety, musical quality, and naturalness of reproduction.

Together, they constitute the ideal home entertainment.

Low in price, requiring no musical knowledge, pleasing alike to young and old, the American Phonograph will be found an unfailing source of pleasure.

To save you delay and transportation charges, we have referred your inquiry to our nearest dealer, who will write or call on you within a few days. If you can call at his place of business, he will show you every courtesy, as this will serve as a letter of introduction, entitling you to hear any of our Records played on the Phonograph, free of charge.

Be sure to go and hear the Phonograph. It will be a treat.

Yours very respectfully

Your inquiry has been referred to AMERICAN PHONOGRAPH CO. Smith & Brown

417 Wyoming Ave.

Scranton, Pa.

Fig. 4

inquirer has had his need supplied. If the local dealer does not supply the demand, some advertisers offer to sell direct.

One mail-order house in the United States uses just one form letter, which is sent at the time that the large catalog of the house is mailed. The catalog is complete in all

details, the prices are very low, and the lowest price is quoted in the first and only letter. If, at the same time, the inquirer receives catalogs and letters from competitive concerns that quote prices a little high with the expectation of offering lower ones later, the house quoting the low price at the outset has the best chance to get the order. Under such circumstances, this large mail-order house believes that if the first solicitation does not make the sale, follow-up letters would be useless.

- 24. Planning a Follow-Up System.—Not every advertiser can judiciously follow the example of the large mail-order house just mentioned; because the merchandise it handles is chiefly staple goods, the price and the quality of which are the main selling points. No prolonged argument is needed to convince inquirers of the utility of such articles or of the low price. Nevertheless, before deciding on the plan of any follow-up system, the advertiser should try to find out whether it would not be better to make his best offer in the first letter while the interest of the inquirer is warm and before competitors have an opportunity to get in their work.
- 25. The difficulty in cutting prices, even if competitors need not be considered, is that, after one lower quotation, some inquirers may wait to see if a still lower one is to be made. If the price is cut several times, the inquirer may lose confidence in the advertiser, or 'during the long delay in waiting to see how low the price will be cut, the inquirer may lose interest and conclude that he does not need the article anyhow. While all inquirers may not be affected in this way, there are usually enough of them that are affected to make the policy of price cutting in follow-up work always one of doubtful value. However, there are ways to get around a difficulty of this kind. If practicable, a smaller quantity of the goods may be offered at a special price when the first canvass of the inquirer fails to bring a regular order. In such a case, the advertiser's argument could be that he is offering the smaller quantity as a trial

order, believing that when the customer has used it he will order more. This is logical and will allay any suspicion that the inquirer may have of the cut in price.

There is one advertiser that starts out with an offer of a \$10 supply of goods. About 15 days later, when he thinks there is no chance of securing a \$10 order from the prospective, he makes an offer of a smaller supply at \$5, and 15 days later, if no order is received, he makes a special offer of a still smaller supply for \$2.50. If this advertiser were to make all three offers at the outset, many inquirers would likely take the \$2.50 offer, whereas if they knew of only the \$10 offer, the advertiser would be able to sell them a \$10 supply of the goods.

- 26. There is an enormous amount of waste in some follow-up systems. For instance, many advertisers get up a series of five or six letters and send them out at intervals in the belief that bringing the matter to the attention of the inquirer every week or so is sure to land an order eventually. While persistence is a valuable factor in advertising campaigns, the method as carried out is often faulty. Results have shown that a great many follow-up systems do not pay after three or four letters have been sent. With the exception of letters to the trade, which will be considered later. the aim should be to have the follow-up letters few in The interest of an number, but as strong as possible. inquirer in nine cases out of ten will wane, and, as a general rule, the letter that reaches him 2 months after his inquiry has not more than one-fourth the chance of landing an order that the first letter had.
- 27. If three or four letters are necessary in the follow-up system, each should be a fine example of salesmanship. Letters should be like the calls of a good salesman. When one interview does not land the order, the salesman calls again if he thinks there is any chance of making a sale. But if the salesman were simply to go to the door of the prospective and say, "Here I am again looking for your order," his calls would amount to nothing. The same is

true of follow-up letters. If, after the first letter, no further argument can be brought to bear, further letters are likely to be fruitless. Advertisers sometimes deceive themselves by crediting to a fifth or a sixth letter all orders received after such a letter is sent, when, as a matter of fact, some of the orders are the result of the first letter and would have been received anyhow.

28. Importance of Having Each Letter Independent.—Each letter of the follow-up system should in a way be independent of all others. It is not well to presume that the prospective has the former letter at hand and remembers the offer made, the price, etc. A better plan is to repeat the offer, the conditions, etc., and to sum up the canvass as strongly as possible.

Offers to send goods free for trial, to accept a smaller payment each month on the instalment plan, and similar proposals make splendid arguments for follow-up letters, but as has already been suggested, it is well to determine whether or not some of these features had not better go in the first letter so as to reach the inquirer when his interest is greatest.

29. Expense of Follow-Up Systems.—In order to market an article successfully, it is always important to figure the inquiry and follow-up expenses closely so that they may be kept within bounds. Suppose, for example, that an article costing \$11 is to be sold by the mail-order plan at \$25, thus leaving a gross profit of \$14. If inquiries cost 75 cents each, and experience shows that on an average only one sale can be made for every four inquiries, then there will be an inquiry expense of \$3 for each sale; also, if the cost of printed matter, postage, clerical help, etc. required in the follow-up system is 90 cents for each inquiry, then there will be a follow-up expense of \$3.60 to be charged against each sale. These two expenses will make a total expense of \$6.60 to be deducted from the gross profit, leaving the net profit only \$7.40. This expense would not be too great for an advertiser doing a large

business, but if inquiries were of such poor quality that a sale could be made to only one out of each ten inquiries, it is plain that the advertiser could not afford the inquiry expense of \$7.50 and the follow-up expense of \$9 on each sale. In this case, the expense of either the inquiries or the follow-up would have to be reduced.

If, however, the inquiries cost \$1.50 each, and a follow-up system can be devised that is effective enough to make sales to half of the inquirers, this advertiser could afford to spend several dollars on his follow-up matter. As already suggested, the expense of the first sale may be equal to the entire profit or even exceed it if experience shows that subsequent sales can be made at little expense to a large proportion of the purchasers.

30. The expense of following up inquiries as well as the success depends largely on the quality of the inquiries. If they are from persons that have been deceived by the advertisement into believing that they will get something for nothing, there will be few sales in proportion to the number of inquiries and a large expense. Even when the advertisement is properly prepared, the inquiries may be of poor quality because of the use of the wrong medium. For instance, an advertisement of expensive motor boats inserted in a juvenile paper might bring many requests for the handsome catalog offered, but the best follow-up letters would fail to bring proper results.

#### FORM LETTERS TO THE TRADE

31. All of the foregoing remarks refer particularly to letters that are sent out in response to inquiries that come from prospective customers. There are other kinds of form letters and follow-up systems, however, that must be prepared along different lines. For example, a manufacturer of a new kind of agate ware may wish to carry out a publicity campaign among retail hardware dealers, or the trade, as retailers are usually called, and to use form letters as a part

of the campaign. In such a case, it would be injudicious to limit the letters to one or two. Six or eight letters, or even more, alternating with folders or cards, might be sent. Some campaigns of this kind are kept up for 6 months or a year, but if the canvass is continued for so long a time, there are usually some long intervals in which no matter is sent. The advertiser should watch the returns carefully and should keep up the campaign as long as the solicitations bring adequate results. In a campaign of this kind, it is not best to give too much information in one letter, because the dealer has made no inquiry and no particular interest in the new agate ware has been shown. Therefore, the information and the arguments of the campaign must be given to the retailer in interesting instalments.

32. As previously stated, if an inquiry has been made, the interest of the prospective is greatest at the time the first letter of the follow-up system is received. In letters to the trade, the condition is exactly the reverse. There is no interest in the matter at the outset when the first letter comes. This interest must be created. Here, then, is a sound principle to follow in form-letter work: Letters sent to persons that have inquired and that may be presumed to be interested may be much longer and go into more details than those sent to persons that have not inquired nor shown interest in any other way. In the first instance, the inquirer is looking for information and will likely read all that is sent, provided it is in readable form; in the second instance, the letter must be so much to the point that it will command and develop interest.

Letters to advertisers from publishers soliciting orders for advertising space may be included in the general classification of letters to the trade. They have the task of interesting the advertiser, and usually an extensive follow-up is required to bring the advertiser to the point of buying space.

A follow-up system of letters designed to keep the advertiser in touch with old customers might be almost indefinite in number. Wholesalers and manufacturers may send letters to their customers in the trade regularly at different seasons, for the form letter is of great value in holding trade and assisting traveling salesmen.

33. Length of Time Between Letters.—No letters of any follow-up system should be sent so frequently or in such numbers that they will provoke those who receive them. On the other hand, letters should not be sent so far apart that the prospective will forget about the subject. The actual length of time depends on the article, the method of selling, the distance, and other conditions. Most advertisers send letters from 10 days to 2 weeks apart.

#### RECORDS AND CARD FORMS

34. Methods of Recording Letters.—There are various ways of recording the letters or follow-up matter and of making arrangements to give them future attention. As soon as received, the names and addresses of inquirers may be transferred to file cards, which can be so arranged by guides that the correspondence will be taken up again at the proper time. That is, in a case where the letters are to be sent 2 weeks apart, the first letter may be sent on the 5th of the month, and then the card, with the proper notation on it, may be put behind guide-card 19 of the file, ready to be taken up again on the 19th of the month. Small forms may be handled in a loose-leaf binder in much the same way, except that a metal clip may be used to indicate the date on which further attention is required.

Some advertisers follow a system in which thirty letterfiling cases, numbered from 1 to 30, are used. In this system, all the correspondence is kept together, a memorandum being put on the inquiry to indicate the kind of form letters sent and all carbon copies of special correspondence being attached. If an advertiser using this system sends his letters 10 days apart, the correspondence will be taken out of case No. 5 on the 5th of the month, given attention, and then put in case No. 15, to be taken out again on the 15th. With this method it is necessary to have an index of the names of inquirers, showing the date of the inquiry and the dates of the various letters sent out. By this arrangement the correspondence can be readily found when it is needed, which is an important feature of any filing system.

35. The "Tickler" System.—When a case arises that the advertiser wishes to follow up specially, it is well to use a "tickler" system. The simplest tickler system consists of a separate desk file (or office file, where there are a great many letter writers in the advertiser's office) in which to put an extra, or third, carbon copy of a special letter. This is a separate copy from the regular file copy of the letter. This tickler copy may be made on pink paper, so that it will be distinctive. If, for example, a special letter is written on the 10th day of the month and it is deemed advisable to write the prospective again on the 25th, in case no order has been received, the tickler copy of the special letter is put in the desk file so that it can be taken out and given attention on the 25th. Everything to be answered on a certain day of the month comes out of its proper section of the tickler on that certain day. Where orders have been received, the tickler copy is useless and may be destroyed. Its only use is as a reminder. In case nothing has been heard from the inquirer, the correspondence is taken from the files and another letter written. This system makes the taking up of particular cases a mechanical operation and relieves the mind of the burden of trying to remember when a certain prospective customer should be again addressed. Besides, the tickler copy of a special letter is in most cases sufficient to bring back all the circumstances, and it is only necessary to see whether or not an order has been received before going ahead. By most other systems, it is necessary to read preceding correspondence. The various manufacturers of office equipment sell special desk cabinets or files for this tickler work that make the handling of it convenient and systematic. A special card file is sometimes used as the tickler instead of an extra carbon copy of a letter.

- 36. Keeping a Record of Customers.—A matter of great importance in follow-up campaigns is to adopt a system by which the form letters may be discontinued at once when an order or a reply has been received. The feelings of a prospective may be well imagined if he continues to receive solicitations after he has sent an order. Blunders of this kind may be prevented by having one file for prospective customers and another for customers, and then transferring a prospective customer's name to the customer's file when an order has been received. It is more convenient to have this separation, for it is often desirable to circularize one class and not the other. It is also easier by this division to find a customer's record.
- 37. Keeping a Record of Results.—A system of checking by which it may be determined what results come from the different letters sent out is extremely important. Sometimes, when two letters are seemingly equal in strength, one will bring twice as many results as the other. Many advertisers, by trying one letter on a hundred prospectives and another letter on another hundred, are enabled to determine which brings the best returns before adopting a permanent follow-up letter. But unless careful records are kept of such matters, much money is likely to be wasted.

There are various ways of testing the value of different letters. A special letter or figure may be placed inconspicuously on the return envelope or the order blank, and this letter or figure may be changed for each solicitation. Another method is to use return envelopes of different colors. Still another method is to use entirely different order blanks with different letters.

38. Card Forms.—In Fig. 5 is shown an example of a card form for a follow-up system. This card shows the source of the inquiry, what form letters and literature were sent out, what the inquirer wanted and what he purchased, what he is likely to buy in the future, etc. The little metal marker at the top of the card is used to mark the date on which the card should again receive attention. Some of the

information is, of course, put on the card at the time the inquiry is received; the remainder is added from time to time as the follow-up proceeds.

Fig. 6 shows a somewhat different form designed for use in a loose-leaf binder. The figures at the right are used to indicate the date on which the prospective should again receive attention, the correct date being indicated by a metal marker that projects from the sheet when it is placed in the binder. The size of this sheet in the original is  $5 \text{ in.} \times 8 \text{ in.}$  One sheet is made out for each inquirer and the sheets are filed alphabetically. The data on the sheet shows a complete record of all matter sent to the inquirer



Fig. 5

as well as the amount of the order received from him, if any. Once a month the sales totals from all the sheets are recapitulated, in order to determine how the various mediums are yielding orders. At the end of the season, the total of sales is credited to the proper medium on another form, which shows the details of the contract with the medium, the cost of space, the number of inquiries, the number of orders, the advertising cost per dollar of sales, etc. A monthly recapitulation of forms kept after the style of that shown in Fig. 6 will show which form letters bring the most returns, and will thus enable the advertiser to judge how long it pays to keep writing to inquirers.

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23

39. It is easy to go to extremes in the matter of records and to burden the advertising department with needless detail work. The aim should be to have cards or other record systems as simple as possible in order to keep the follow-up system running smoothly and to have at hand the essential information regarding results.

The examples of record systems given here and in other Sections are intended as suggestions only. These systems should be modified to meet the needs of the offices into which they are introduced. While the general principles are the same, it is evident that a system of records that could be used by a refrigerator manufacturer would be different from one required by an advertiser of a 25-cent novelty.

40. System in Mail Distribution.—A good system of distributing mail will be found an aid to the proper keeping of records. This can best be accomplished by having one person assume entire charge of opening and distributing all communications received. It will be found convenient to use ordinary wire desk baskets, having one for each of the departments.

All remittances, invoices for goods, and letters concerning accounts and like matters should be placed in the basket intended for the bookkeeping department. All inquiries concerning shipments, together with complaints of any nature, should be put in the basket intended for the person having charge of such matters. All orders of every sort, kind, and description, should be placed in the order-department basket. All "keyed" letters, after being opened and the "key" number marked on the letter in blue pencil, should be sent to the advertising department. All letters of inquiry (not "keyed") and requests for quotations, should be placed in the basket and sent to the general correspondence department. If a letter requires attention from several departments, it is a good plan to stamp the name of the proper department opposite the paragraph requiring its attention.

After a letter has been answered, the date of the reply is entered on the customer's record form. This can be done quickly and neatly with an ordinary dating stamp if a large form like Fig. 6 is used. A movable metal marker can then be placed over the proper date on the form, so that the customer will receive further attention at the proper time.

The Form-Paragraph System .- A form-paragraph system will sometimes greatly increase both the quality and the quantity of special correspondence. The correspondent, when he finds that certain questions have to be answered frequently or that the same explanations have to be made many times, will prepare model paragraphs for such questions and explanations. These paragraphs will be given places in a bound manuscript and numbered. Each stenographer will have a copy of this manuscript. Special forms for beginning and ending letters may be included, so that with many letters all the correspondent need do is to give the stenographer some such direction as "write numbers 3, 8, 16 and 31." Even with this system, it is necessary or advisable to dictate many special paragraphs, and of course the same form paragraphs should not be used repeatedly in writing to the same inquirer.

#### MAILING LISTS

- 42. To be of value to an advertiser, mailing lists must consist of the names and addresses of persons that in some way have manifested their interest in what the advertiser has to offer, or of those who, by reason of their occupations or some other reason, are likely to be interested. For instance, progressive farmers are certain to be interested in attractive agricultural propositions; also newly married couples will be interested in housefurnishing goods, provided they are solicited before they have spent all the money they intend to.
- 43. Compiling of Mailing Lists.—Some advertisers make up valuable mailing lists by keeping a record of the name and address of every purchaser. Large retail stores

can make up lists from surrounding rural-delivery routes from which trade may be drawn. The law does not permit postmasters to make up these lists for advertisers. Banks find that savings accounts can be secured from lists made up from the pay rolls of factories and other places where many persons are employed. There are concerns that make a business of furnishing lists of school teachers, ministers, nurses, and hundreds of other classes of professional and trades people.

Some very valuable mailing lists are made up of names of persons that have already purchased articles of a nature similar to those offered by the advertiser, and have thus not only shown interest, but also a tendency to buy. With such lists, however, care must be exercised to determine whether or not the articles already purchased have satisfied the wants of the persons for an indefinite period. A mailing list of persons that have bought music would be excellent for a music publisher to use, because persons with musical tastes buy new music continually; but, on the other hand, a list of persons that have purchased Bibles would be of little value to a Bible publisher unless his Bibles possess such superior qualities that persons already owning Bibles might be induced to purchase again.

- 44. Value of Mailing Lists.—Mailing lists have a distinct place and are of great value in advertising; often, they are of inestimable worth. Advertisers owning lists of patrons and subscribers should not allow them to pass out of their hands without careful inquiry as to the use that will be made of the names and addresses nor without considering whether such disposition is just to the persons whose names and addresses make up the lists.
- 45. Classifying of Mailing Lists.—In working on mailing lists, the names and addresses of those who become customers should be removed from the general list and put in a special "customers' file." Such names and addresses, as a rule, are of greater value and will thereafter require special treatment.

Mailing lists may often be classified to considerable advantage, and different letters sent to different classes. For instance, if an advertiser were selling a dictionary or an encyclopedia, he could use some special arguments with ministers that would not be effective with school teachers, and vice versa. A letter that appeals to men does not always appeal to women. Here, again, the principle of specialization and concentration is met.

46. Valueless Lists.—For the use of the advertiser of breakfast food, flour, clothing, or any article of common use, lists of unselected or unclassified names and addresses, such as those copied from a directory; are usually not worth the paper on which they are written. There is nearly always some good material in such a list, but the cost of covering a large number of names to get in touch with a few persons that may be interested, makes it unprofitable.

Advertisers are often importuned to buy lists made up of names of all persons in certain counties, or of all taxpayers in some city. Such lists may be safely left alone, unless the occupations of the persons covered in the list are so closely related to what the advertiser is selling that these persons are likely to be interested. Such a general list might be valuable to a newspaper canvassing for new subscribers, but this is an exception to the general rule.

Time may entirely destroy the value of a once valuable list, and most lists deteriorate rapidly. If the advertiser is in doubt about the value of a seemingly good list, he should try a hundred names and watch results before going to great expense.

47. Method of Determining the Value of a List. Following are several questions that the advertiser should answer satisfactorily before purchasing a mailing list:

Are the persons on the list likely to be interested in my offers?

Have the names and addresses been compiled recently? If not, has the list been revised intelligently, addresses brought up to date, and all "dead" names cast out?

Has the list already been used so much that its value has been exhausted or seriously depleted?

Unless the advertiser is thoroughly satisfied on these points, he will do well not to purchase, but to make a conditional purchase; that is, to purchase the right to use a specified part of the list, the sale of the whole to be dependent on the results received from his test.

48. Trade Lists.—Lists of the names and addresses of persons engaged in the various trades may be conveniently termed trade lists. Trade lists are often of unusual value. For instance, it may be safely presumed that most building contractors would be interested to some extent in a meritorious new cement, even if the firm manufacturing it were practically unknown to them; and it follows that the form letters and circulars from such a manufacturer would be given some attention even if not mailed in response to an inquiry. Sometimes direct advertising to trade lists by letters and circulars is more profitable than advertising in trade journals, though one should support the other.

#### POSTAGE FOR FOLLOW-UP MATTER

- 49. Matter Requiring 1-Cent Stamps.—Where form letters are sent to a class of people that do not receive much mail, it has been demonstrated that letters mailed under 1-cent postage receive about as much attention as those sent under 2-cent postage. Many high-grade concerns, such, for instance, as the International Correspondence Schools, send out form letters to inquirers under 1-cent postage. This firm takes it for granted that a person making inquiry about a course of instruction is interested enough to read what is sent and does not care what kind of postage stamps are used.
- 50. Matter Requiring 2-Cent Stamps.—Form letters that are sent to persons accustomed to receiving a great deal of mail or that relate to some very personal matter, should be sent under 2-cent postage. The busy business

man is not likely to pay much attention to a letter bearing a 1-cent stamp unless there is some unusual reason for doing so. A letter, for instance, endeavoring to interest business men in some kind of investment should by all means be sent under 2-cent postage.

#### FOLDERS AND ENVELOPE SLIPS IN FOLLOW-UPS

- 51. It should not be thought that follow-up systems consist entirely of letters. While the effectiveness of good form letters is occasionally lessened by the injudicious stuffing of envelopes with other printed matter, it is often necessary to use a folder in connection with the letter in order to give full details of the article or the service that is to be sold. In such cases, the letter and the folder strengthen each other, and no more postage is required to carry both than is required to carry one. A 4-page folder full of new and convincing testimonials or other equally strong matter, sent along with the third letter of a follow-up system, may prove to be just what is needed to convince the prospective and to bring the order.
- 52. Many large advertisers have various envelope slips that they send out with form letters, and it is not unusual for these slips to bring in enough business to meet the cost of the entire follow-up matter. Publishing houses, for instance, send out such slips to announce their newest books; mail-order dealers use them for exploiting some specialty that they have just begun to handle; and so on.

Sometimes it is advisable to continue a series of alternating letters, folders, and cards for many months, striving to have a pleasing variety, so that the recipients of the matter will not become bored. In such cases, the various pieces of the follow-up matter should not be sent out in haphazard style. The entire schedule should be carefully planned in advance, and a careful record kept of the results of each piece so far as it is possible to determine them.

#### WRITING OF FORM LETTERS

#### GENERAL PRINCIPLES

- 53. A good form letter is nothing more than a good advertisement written in the style of a letter. In other words, an effective form letter should give the selling points of either the articles or the service in a way that will interest and convince.
- 54. Form Letters Sent With Catalog. Of course. if a catalog or a booklet giving all the selling points is to be sent along with the form letter, it is not necessary that the letter should cover the same ground. In such a case, the form letter should consist of some personal paragraphs and should call attention to special features. In Fig. 7 is shown a good example of a form letter that was sent out with a catalog that described and illustrated the goods in detail. In this case, the letter summed up the argument of the advertiser for his plan of selling and called particular attention to the special features of his goods. Fig. 8 shows the follow-up letter that was forwarded about 10 days after the first letter and the catalog were mailed. The firm sending out these letters finds that business men using the older styles of accounting books deliberate at length before adopting the loose-leaf method; it therefore sends out a series of five letters, urging that the inquirer permit an outfit to be sent on approval. Since the catalog of this concern is complete in details and is well illustrated, the form letters of the follow-up system are used wholly to emphasize special features and to argue for a trial of a stock outfit.
- 55. Letters Sent Without Printed Matter.—If little or no additional printed matter is sent to the persons to whom the letters are addressed, it is necessary that the form

### JOHN C. MOORE CORPORATION

Makers of BOUND AND LOOSE-LEAF BLANK BOOKS OF EVERY DESCRIPTION & PRINTERS & BINDERS

65-71 STONE STREET

ROCHESTER, N. Y. April 20, 1908

Mr. S. Roland Hall, Scranton, Pa. Dear Sir:

We are pleased to receive your request for "Modern Accounting Methods," and a copy goes forward by today's mail. Do not fail to notify us if it fails to reach you promptly.

Your attention is particularly called to the descriptive matter on pages 3 to 9, inclusive. We feel confident that among the forty stock record forms illustrated and described there you will find a number that you can use to advantage. You will note that they are carried in two sizes; namely, 3 in.  $\times$  6 l-4 in. and 5 in.  $\times$  8 in., the smaller size being furnished at \$2 a thousand and the larger size at \$2.50 a thousand, assorted as you desire.

Should you desire special forms to meet your individual requirements, we can furnish them to order, printed from your copy, on one side of linen-bond stock--your choice of five colors--at \$3.50 a thousand.

On pages 116 to 139 you will find complete descriptions and order blanks of our special introductory outfits, ranging in price from \$1 to \$22.

We make these attractive offers to enable our customers to select outfits that can be installed at a very small cost, and we ship any of our stock outfits with the distinct understanding that if they are not entirely satisfactory they may be returned to us at our expense.

Under the liberal conditions we make, you incur no risk in placing an order, and we trust we may be favored with one from you at an early date. By purchasing direct from us--the manufacturers--you eliminate all middlemen's profits and secure better service.

Very truly yours

JOHN C. MOORE CORPORATION

Fig. 7

### JOHN C. MOORE CORPORATION

Makers of BOUND AND LOOSE-LEAF BLANK BOOKS OF EVERY DESCRIPTION & PRINTERS & BINDERS

65-71 STONE STREET

ROCHESTER, N. Y. April 30, 1908

Mr. S. Roland Hall,

Scranton, Pa.

Dear Sir:

Not having had the pleasure of hearing from you since sending our catalog, we are wondering if it reached you.

We are confident that a careful comparison of our methods with other systems will convince you that there are no records that can be kept well with card indexes or bound books, that cannot be kept better and found quicker in our Loose-Leaf Binders.

If you will be so obliging as to tell us for what purpose you are willing to give our goods a trial, we shall be glad to ship you one of our special outfite, or any of our stock goods, with the distinct understanding that if they do not come up to your expectations and satisfy you thoroughly in every respect, they may be returned to us and the amount paid will be promptly refunded.

We trust that under these liberal conditions we may be favored with a trial order, as we know that you will feel well pleased on receipt of the goods.

May we send one of the special outfits?

Very truly yours

JOHN C. MOORE CORPORATION

Fig. 8

letter present a complete canvass. The preparation of such a letter requires much skill. It necessitates, as in writing display advertisements, a close and careful study of the article as well as the class of people addressed. The attitude of such persons to the article or the service should receive careful attention.

- 56. Importance of Creating Interest in Letters. One of the important requisites of a form letter is that it shall begin in an interesting way. This is all the more imperative when the letter is sent to a person that has not inquired—where, usually, the letter must create interest. If the first sentence does not arouse interest, the letter in many cases is doomed to the waste basket.
- 57. "We" Style of Address.—A very great proporportion of form letters are weakened by beginning in the "we" style. Such letters usually start off with, "We are manufacturing a new line of goods in which we think you will be interested"; "We desire to call your attention to the fact that we have the most complete line of men's and boys' clothing to be found in the city"; "We have not heard from you for some time"; etc. Letters that start this way have about the same effect as would be produced by a salesman that walked into an office and said, "Here is something I want to sell you."
- 58. "You" Style of Address.—The "you" style should be substituted for the "we" style. Instead of an advertiser beginning the argument from his own point of view and mentioning his own desires, he should begin it from the prospective's point of view. The letter should be started in a manner that is likely to interest the prospective purchaser; that is, it should tell at the beginning something about his needs, his profits, etc. In Fig. 9 is shown an example of a letter that begins in the right way; it strikes right into the subject of increasing a man's profits 50 per cent.—something that is of vital concern to him and that commands his attention.

### THE CORRESPONDENT

A Magazine for Letter Writers

May 21, 1909

Mr. S. M. Brown,

Richmond, Ind.

Dear Sir:

What would you pay for a selling plan that would enable you to increase your sales 50 per cent, this year?

What would you give to learn the schemes used by others in your line that have brought the users fortunes?

What would you give to be able to increase your earning capacity and add prestige to your position?

Now, I can help you on all of the above. What I want to do is to send you, twelve times a year, a magazine that is devoted entirely to correspondence salesmanship-a magazine "chock full" of moneymaking, order-producing ideas for every man engaged in business, and which is devoted entirely to letters that land orders.

And THE CORRESPONDENT costs only one dollar for a year--with your money back if you do not think it the best value you ever received, and I'll leave the decision entirely to you.

Now, just stop and think. Here is a magazine that will give you the newest there is in letter writing--that gives you the actual life and blood of many successful businesses, the actual letters that have brought in business--and that will give you the follow-up systems and schemes of some of the most successful advertisers.

One hundred dollars would be cheap for one order-bringing idea, scheme, plan, or suggestion that would enable you to add one good customer to your list, but here I offer you for only one dollar more ideas in the course of a year than you could ordinarily buy for thousands of dollars.

Read the enclosed circular, sign and tear off coupon and return to me at once, in enclosed envelope, with dollar bill attached.

Yours for more, easier, and better business.

Editor

Suppose that a merchant tailor desires to send a letter to a list of customers and prospective customers. A good way to begin such a letter would be: "Isn't it about time for you to select your fall suit?"

Again, suppose that a store handling high-grade clothing desires to interest men that usually buy from merchant tailors. An effective way of opening the subject would be as follows:

Have you ever worn one of our \$25 suits?

It might surprise you to know that many of the best-dressed business men in town buy our "ready-mades" in preference to paying 50 per cent. more for the same suits made to order. We say "the same suits," but the fact is, with our own tailor skilled in making slight alterations, we can give the average man not only better clothes but a better fit than the tailors that charge \$35 or \$40.

59. Conversational Style of Address.—In writing letters, the aim should be to have the letters as conversational in tone as possible. Such contractions as "I'll," "We're," "doesn't," "shouldn't," "that's," etc. will assist in making written language seem like business conversation. The letter shown in Fig. 10 is a good example of this easy, direct style.

There is a great deal of "forbidding formality" and conventional stiffness in letter writing. Modern methods of disposing of correspondence—the stenographer and the writing machine—have destroyed much of the directness and individuality that formerly characterized letters in general. The average business letter is a collection of stereotyped phrases and stiff clauses that one would never think of introducing in personal conversation. Of course, custom prescribes certain forms that letter writers do well to follow, such, for instance, as beginning a letter with "Dear Sir," "Gentlemen," or some other salutation, but expressions like "would state," "replying to same," "your esteemed favor," etc., and such overused words as "herein," "thereto," etc. should be avoided.

The letter writer should try to imagine that the person to whom the letter is being written is seated opposite him,

## The Buckeye Manufacturing Co.

MANUFACTURERS OF

#### KITCHEN CABINETS

TOLEDO, OHIO, October 9, 1908

Mrs. Lloyd Rowe, Scranton, Pa.

Dear Madam:

In immediate compliance with your request, we are sending you a catalog showing our complete line of Buckeye Kitchen Cabinets.

This catalog will tell you how you can do your kitchen work in half the usual time.

It will tell you how to save your strength, time and energy--how to relieve yourself of the burden of kitchen drudgery.

Isn't it worth looking into?

Just try counting the unnecessary steps you take in preparing your next meal. Calculate the time you lose in looking for articles that should be at your fingers' ends but are not.

Imagine, if you can, what it would save you if you could do away with your pantry, kitchen table, and cupboard and get all the articles needed in the preparation of a meal in one complete, well-ordered piece of furniture that could be placed between the range and sink, so you could almost reach from one to the other. Think of the steps it would save you.

Imagine a piece of furniture containing special places for everything--from the nutmes to fifty pounds of flour--from the egg beater to the largest kitchen utensils--a piece of furniture that would arrange your provisions and utensils in such a systematic way that you could find almost anything you wanted in the dark.

If you can draw in your mind a picture of such a piece of furniture, you will have some idea of what a Buckeye Kitchen Cabinet is like.

Now don't you want one of these Automatic Servants? Don't you think you need it?

If you do, send for it NOW. Don't put it off a single day. You have been without it too long already.

It doesn't cost much to get a Buckeye Cabinet. If you don't care to pay cash, you can buy on such easy payments that you will never miss the money--only five cents a day for a few months. You wouldn't think anything of paying five cents a day street-car fare to keep from walking a few blocks in the pure air and sunshine, yet you are walking miles in your kitchen when one street-car fare every day for a few months would do away with it.

Order today. Use the cabinet for thirty days. If it doesn't do what we say it will, or if you do not consider that it is worth the money, send it back at our expense and we will refund the full purchase price. That is fair, isn't it?

Yours truly

THE BUCKEYE MANUFACTURING CO.

Fig. 10

and then write in the same manner that he would carry on a conversation. In striving for a natural conversational style, it is not necessary to go to extremes or be flippant or clever or too "smart"; earnestness and sincerity are to be preferred to cleverness. An effort should be made to get into the subject with the first sentence. Before beginning the letter, it will be well to determine what point or what question may be used in the first sentence to command the reader's attention.

- 60. Form of Salutation.—It is better to use "Dear Sir," "Dear Madam," or "Gentlemen" for the salutation unless the letter writer knows the person that is being addressed or is sure that such a salutation as "Dear Mr. Brown" would not be deemed too familiar. In addressing old customers, whether they are known personally or not, a salutation such as "Dear Mr. Brown" would be advisable, because it gives the letter a more familiar tone and makes the person receiving it feel that he is known and appreciated as a customer. There is no objection to "My dear Sir"; but when used, the word dear should not be capitalized. Unmarried women may be addressed properly as "Dear Madam."
- 61. Importance of Definite Statements.—Facts, rather than claims, should be given if there are any facts. If, instead of writing that "some of the most prominent persons in the country have bought this history," the writer can truthfully say that Theodore Roosevelt, Mark Twain, and other prominent men are purchasers, he scores more strongly in his argument. Instead of writing that an article is useful "in innumerable ways," some of the ways should be mentioned. If a business school writing about its ability to find positions for graduates can give brief memoranda of four or five positions it has filled during the week, the matter will prove much stronger than a mere statement saying that "we find hundreds of positions for our students."

If possible, all arguments should be made conclusive. The writer should go into the details of the quality of the

article or service just as if he were talking to the prospective in person.

62. Method of Closing Letters.—The argument of a letter should be brought to a close by trying to prevail on the prospective to send an order at once. The final paragraphs of

#### MARTIN DONAHUE

# Cleaning, Repairing, Pressing, Dyeing of Clothing

1120 Ash Street YORK, PA.

March 10, 1908

Dear Sir:

You will certainly do me a service, and I am sure you will do yourself a service, by taking time to read this letter.

My business is that of cleaning, repairing, and dyeing clothing, and I have the best-equipped shop in the city for my work. My patronage has more than doubled during the last year, but I have put in the latest equipment, employed more skilled help, and I want more orders.

I seek an opportunity to show you how I can help you to be well dressed at all times and how much money you can save by having me keep your clothes in first-class condition, instead of buying new suits so often.

Soon you will want to wear that light suit and your spring overcoat. Let me fix them up for you. I do not like to cut wrices, but am writing this letter to persons that have never patronized me, and the first suit you let me have I will clean and press for fifty cents, just to show you the kind of work that I do. Thereafter, the price will be one dollar.

Don't think that the pressing of a pair of trousers is too small a job to give me. It will receive just the same careful attention that I give a full-dress suit. That principle is what has enabled me to double my business.

Reflect a moment. Isn't there something I can do for you today? I have both telephones. Call me up now and I will send for the clothes.

Yours truly

Fig. 11

the letter shown in Fig. 9 afford a good example of how this may be done. Some writers close with some such expression as, "Do it now before you forget it." Others close with a statement like, "These goods are selling very rapidly, and I believe our stock will be entirely exhausted by May 1,"

or "We have just ten more of these desks at the special price of \$30. If you order by return mail, you will be sure of getting one." Still another effective way is the interrogative closing, such as, "May we send you one of these stoves on 30 days' trial?" At any rate, it is well to avoid such stereotyped endings as, "Hoping to receive your order by return mail, we remain," etc. Much depends on the effective closing. In this connection, it will be well to note how suggestive the letter shown in Fig. 11 is, and how the appeal is brought skilfully to a climax by suggesting the early need of light clothing, the attention given small jobs, and the use of the telephone in sending in an order.

#### MISCELLANEOUS INFORMATION

63. Use of Testimonlals in Form Letters.—A letter is different from a personal solicitation in that the person reading it has no opportunity, while reading, to state his objections or to ask questions. Therefore, the writer of the form letter should endeavor to foresee the questions and objections that will likely arise in the mind of the reader.

A new machine or device of some kind will undoubtedly seem impracticable to some persons, or they may think that it will not give entire satisfaction, or that it is so highpriced that they cannot afford to buy. Such objections must be anticipated and met strongly.

One of the strongest ways of meeting objections is by the use of testimonials of users. That some one else has used an advertised article and is enthusiastic in its praise, is more likely to convince the reader of the form letter than any claim of the manufacturer. Suppose that the form letters tell about an improved refrigerator and that they are addressed to women. A housekeeper cannot help being influenced by the favorable testimony of other women that have purchased and used the refrigerator, especially if the indorsers are persons that are known to her or that live in her home town.

# BOLTON SHOE COMPANY, INC. Mail-Order Department

Factory, Quincy, Mass.
Offices, Boston, Mass., 150 Summer Street

BOSTON, MASS., October 11, 1909

Mr. L. O. Williams, Scranton, Pa.

Dear Sir:

I trust you received promptly the Bolton Style Book that I mailed you a few days ago at your request. You will find in it a great deal of specific information about Bolton Shoes. I think it is the best book we have ever issued.

People usually buy their shoes on faith—without any real knowledge of what goes into them. This season, when the cost of shoe materials has increased 52%, and many manufacturers are cheapening their product, the Bolton Shoe Company, Inc., is giving you a new and positive proof of the quality of materials used in Bolton Shoes. A specification tag is sent with every pair. This lists and describes the material used in every vital part of that particular pair, and guarantees it to be the finest quality that can be purchased.

The illustrations and descriptions in the style book I sent you will give you a complete knowledge of the exact shape of each model and the leather it is made of. We leave our mail-order customers nothing to guess at, in sending in their orders.

You have, also, my positive guarantee to fit you correctly by mail. I have been fitting shoes this way for a good many years; and with 145,000 pairs of quarter-size Boltons right at my hand from which to select your pair, it is a very simple matter for me to send you exactly the size you should wear.

Your orders will come direct to me, and I will pick out your shoes, and ship them the same day.

Yours very truly

For BOLTON SHOE COMPANY, INC.

FIG. 12

If there are a great many testimonials, it is advisable to publish them in a booklet to accompany the letter. The letter, nevertheless, is a good place for one or two brief, strong expressions from users of an advertised article.

- 64. Length of Form Letters.—No fixed rule can be laid down about the length of form letters. This matter depends entirely on the character of the letters, the class addressed, etc. Two pages might be too long for some letters, while others might require three or four pages. As a general rule, the one-page letter is best where busy persons are addressed, but where an investment of some size is called for, such as stock in a new company, real estate, etc., often more information will have to be given than can be put on a single page. The advice given on every hand to be brief, may be followed too strictly. The point is to prepare a letter that will command interest and to make it strong enough and just long enough to accomplish the desired object. Women will read longer letters than men. Country people as a rule receive less mail than city people, and will therefore read longer letters. The class of people to whom the letter is to be sent should always be studied carefully.
- 65. Object of Follow-Up Letters.—Many writers of form letters err in making a reply from the prospective the chief object of the follow-up system. Usually, the entire force of the letters should be concentrated on getting an order. Don't withhold at the outset any information that a person would likely want before deciding to buy. Unless the reply is of importance as a guide to further procedure (occasionally this is the case), there is nothing to be gained by insisting that the prospective customer shall reply. The aim should be to get the inquirer to order; if interest can be aroused in him and he is then in doubt on any point, he will reply and ask questions. In Figs. 12 and 13 are shown two follow-up letters of a shoe company. These letters are sent to persons that live where the shoes are not sold in stores and that answer the magazine advertisements of this firm. The writer of these letters has not followed the usual fol-

low-up style by taking up most of the space in insisting that the prospective customer answer and tell why he would not

# BOLTON SHOE COMPANY, INC. Mail-Order Department

Factory, Quincy, Mass.
Offices, Boston, Mass., 150 Summer Street

BOSTON, MASS., October 17, 1909

Mr. L. O. Williams, Scranton. Pa.

Dear Sir:

Did you receive the Bolton Style Book that I sent you a few days ago? Your order has not come in yet, and it occurs to me that possibly the Style Book went astray in the mail. If so, please notify me and I will send you another by first mail.

I hope your delay in ordering is not the result of any lack of clear information about Boltons. Let me briefly mention some of the features of Bolton shoes that I believe warrant you in favoring us with your order: (a) Genuine custom styles: (b) highest-grade materials and workmanship; (c) the best fit--thanks to our quartersize system--that it is possible to obtain in shoes; (d) thorough foot comfort and long wear; (e) our perfect mail-order service; and (f) the guaranteed proof of quality given in the specifications tag sent with every pair.

You yourself, without any trouble, can easily give me the necessary information from which to send you shoes of just the proper size. If you are not sure of the size and width you should wear, just copy the marks and figures on the lining of your best-fitting pair of shoes and send them to me--or else cut out the part of the lining that contains these size marks and send that along with your order. If you do this, and the marks are clear, I can't possibly make a mistake in selecting your size. Or, you can follow the enclosed instructions for self-measurement and send this information along. You will receive a correct fitting, whichever plan you follow.

Am enclosing some samples of Bolton leathers, which I trust you will examine closely. May I expect your order?

Very truly yours

For BOLTON SHOE COMPANY, INC.

Fig. 13

order; instead, in the second letter, a good canvass has been made for an order.

It is better in most follow-up campaigns not to send stamped envelopes for a reply, unless, as has already been suggested, some advantage will be gained by getting an expression from the prospective. Often, the sending of stamped envelopes merely amounts to giving the prospective a chance to say no, and is not likely to serve any good purpose except in solicitations where one may forget to order and simply needs a reminder. If a prospective is not convinced and is not ready to buy, he will certainly not change his mind because of the stamped envelope sent him; and the sending of a stamp greatly increases the cost of a follow-up system.

- 66. In Figs. 14 and 15 are shown fine examples of stock-selling letters. These letters illustrate both how the probable objections should be met and how, while inviting the reader to tell why he does not buy some of the stock, a letter may argue very strongly for a sale. A large office-system concern uses a second follow-up letter that begins this way: "If you haven't already mailed us your order, the fault is with our literature rather than with our goods. Will you please be so kind as to tell us about your special requirements?"
  - 67. How to Win a Reply Without Offending.—In follow-up work, a prospective should never be accused of negligence or discourtesy because he has not replied to a previous letter. Such a procedure would bring responses, but it would in most cases spoil the chance of a sale. While the letter may be made as forceful as possible, it is best to have it courteous and tactful. A study of the letter shown in Fig. 16 will show that there are ways of coaxing a reply and securing needed information without resorting to discourteous insistence. Most women would answer such a letter as that shown in Fig. 16 and give the advertiser the name of their grocer.

### SOUTHERN FOOD COMPANY

MANUFACTURERS OF

# Health Foods Prepared from the Luscious Fruits of the Tropics

Plantation and Factory, Republic of Honduras, Central America

#### TAMPA, FLORIDA

April 20, 1909

Mr. Samuel R. Prosser, Scranton, Pa.

Dear Sir:

The samples of our tropical foods for which you asked go forward to your address by this mail.

This is, you know, a day of health foods. There is a growing disposition of the public to eat scientifically prepared foods--a tendency we took into account nearly four years ago when we began our experiments. The great sales of all the really meritorious breakfast foods is due to this tendency.

These foods of curs speak for themselves so far as merit is concerned. The banana is in itself almost a perfect food, and is by far the most nutritious of all the fruits. If you could see the letters of praise and congratulation that come to us daily from persons trying our products, you would be as enthusiastic over the future of the Southern Food Company as we are. There's no question about the demand for these products, nor about our ability to manufacture them at their present high quality, at a low cost. In fact, our friends tell us we are constantly improving on them, and as fast as our facilities increase, prices will be lowered.

If you will look over the printed matter we are sending you, you will see that the plans of this company have been most carefully laid. Our plantation in Honduras could not be more favorably situated. The location of the company's headquarters at Tampa--midway between the point of production and the great market of the North-could not be better.

The company is managed by experienced, deliberate persons that have been successful in other lines. We are not promoters. We are

in this business because we saw money in it for ourselves. Another thing: our company is not a great, overcapitalized one. We need more money to develop our property and plant, but we shall keep the company within moderate limits and let it expand by its own momentum. Scan the list of big-dividend earners of the past and you will see that in most cases they were the well-managed companies of moderate beginnings. We would not sell a controlling interest. We refused such an offer from a large Boston firm last year. We should not care to sell you more than \$1,000 worth of stock if you wanted to buy more.

Search the world and you would not find many companies offering stock for sale in which you could invest from \$10 to \$500 more judiciously than you can in the Southern Food Company. It is no longer a new company, remember. We have been at it now long enough to know that the possibilities are what we at first believed them to be. With rubber, coconut, plantains, cassava, bread fruit, and still other products to supplement the tropical foods already being marketed, it is difficult to see where the possibilities for profits end. We congratulate ourselves every day that we went into this industry.

The success of this company is assured, whether you take stock with us or not. But more money will enable us to perfect our plans sooner and put our foods on the general market on the scale made necessary by the rapidly increasing demand. To this end we are selling a limited amount of our capital stock. To make money, we must spend money.

You have shown an interest in these foods, and we want you as a shareholder in this enterprise. Unless you have been very fortunate, we believe we are offering the best investment opportunity ever presented to you.

Think of the men that bought the first typewriter, telephone, and other sound industrial stock, and of how their money has come back over and over again. Think of those who bought stock in even such modest enterprises as the manufacturing of Pond's Extract—a thing, though only a simple preparation, that filled a real need and for years has paid handsome dividends. The Shredded Wheat Biscuit Company now has a million-dollar plant at Niagara Falls and a tremendous sale everywhere—all because Shredded Wheat Biscuit was a healthful, new food of merit. It is not too much to hope for as great a success for our products.

Shall we put you down for one or more shares of our stock? Remember that the people who are rich in this world's goods are those who know a good thing when they see it, and act quickly. We do not expect to be offering this stock very long.

Send on the enclosed application and your check. Remit ten per cent. a month if you wish. In five years from now you will probably not be willing to take \$50 a share for your stock.

Truly yours SOUTHERN FOOD COMPANY

Secretary

Fig. 14

Incorporated

, : Capital, \$100,000

### SOUTHERN FOOD COMPANY

MANUFACTURERS OF

# Health Foods Prepared from the Luscious Fruits of the Tropics

Plantation and Factory, Republic of Honduras, Central America

#### TAMPA, FLORIDA

May 4, 1909

Mr. Samuel R. Prosser, Scranton, Pa.

Dear Sir:

We know you felt inclined to subscribe for some of the shares of the Southern Food Company, but for some reason you are holding back. What is it? Tell us about it?

We are in this business, heart and soul. We believe in it. We are spending our money, time, and thought in it, and if there is a single flaw in our plan, if there is one chance in a thousand that we will not more than double our money in a short time, it would be worth much to us to know what it is.

As a matter of fact, after having been in actual operation more than a year, we know where we stand, and we are today more than glad we started. There's big money to be made, and we feel like going to every one we know and urging him to come in with us if he has from \$10 to \$500 to spare.

Perhaps you have said to yourself: "I have seen other companies as promising as the Southern Food Company, but they did not all come out well." Now you know that every good thing is imitated. That's a misfortune, but it shouldn't hurt the value of the meritorious article. The fact that millions of imitation diamonds are made shouldn't keep you from investing in a real diamond mine if you had a chance.

Of course you are right in believing that the investment market has today many poor and worthless stocks floating around in it. What of that? Men all around you--in your city, your state--are making money by <u>discerning which are the good</u> and which are the poor investments and by acting quickly in taking hold of the good ones. How

could banks pay you three or four per cent. on your savings if they could not lend the money to some one else for a higher rate? How could the people that go to the banks for money pay them this higher rate if they in turn could not invest the money and make it earn a still higher rate?

We have taken you into our confidence, have told you everything about our company. You are acting against your own interests if you allow indifference or a false sense of conservatism to keep you from purchasing some of these shares.

We have no back debts to pay, and the company is going ahead on a safe basis. You may feel sure, therefore, that your money will go into actual developments and will not be used to meet past obligations or notes coming due, or anything of that sort. The Southern Food Company has no such millstones about its neck.

You have tried our samples, haven't you? Now, even putting aside the fact we know what the public thinks of them, and have proceeded along these lines on the strength of its opinion, do you believe that such foods could fail to be marketed successfully on a large scale if the company is properly managed? Add to this the other avenues of profit that we have open to us, and you cannot help concluding that this investment is the best thing you have had offered in many a day.

This opportunity will not continue indefinitely. The stock is selling very well, and we hope before long to close the book of stock sales. The fewer people in, the bigger the dividends. If we had now the full amount we need to conduct this enterprise on a larger scale, we should not sell another share. This shows you how we feel about the matter, after having had more than a year's actual experience in the tropical food business.

Fill out the enclosed blank and send it on with your remittance. Pay ten per cent. a month, if more convenient. No man ever got on a salary alone. Make this good investment, get your money back in dividends, invest it again with the same care, and so on. If you don't believe this is sound talk, read the biography of any well-to-do man.

Will you join us in this high-grade enterprise?

Very truly yours

SOUTHERN FOOD COMPANY

Secretary

Fig. 15

68. Sending a Postal Card for Reply.—Many formletter canvasses are greatly assisted by sending a postal card for reply. Suppose, for instance, in marketing a set of books, the plan were to send sets out on approval to respon-

# Brick's Gelatine

The Kind That's Known The World Around FOR PURITY: FOR OUICK PREPARATION: FOR FULL MEASURE

#### HENRY K. BRICK

Wheeling, W. Va., August 8, 1909

Mrs. James Smith, Concord N. H.

Dear Madam:

Two weeks ago I sent you my booklet, "Dainty Desserts for Dainty People," and enclosed an addressed postal for your reply, but up to the present time I have not heard from you.

Will you kindly let me know if you received the booklet, and what success you are having with Brick's Gelatine? Have you tried the recipe "Cake in Jelly" on page 14, and if so, did you not find it delicious? Remember--when you buy Brick's Gelatine, if you are dissatisfied with it, for any reason, your money will be refunded; for Brick's Gelatine is guaranteed to please. If you have not already given it a trial, why not do so today, and prove for yourself that it makes the daintiest, purest, and most delicious desserts that can be made. It's economical too.

A reply to this letter will put your name on my list for any new recipes or souvenirs that I may get out from time to time.

I hope to hear from you at your earliest convenience.

Yours for pure food,

Henry K. Brick

P.S. Does your grocer now sell Brick's Gelatine, and may I have his name, please?

sible persons without a payment of cash. In such a case, it would be good policy to send with the form letter a printed postal card that the prospective has only to sign and mail in order to have the set of books shipped to him on approval.

Joseph McKenney, Utica, N. Y.

In accordance with your letter, send me, for examination, one of your Emergency Cases. If, after examination, I wish to keep the case, I will send you one dollar immediately. If I do not wish to keep the case, I will return it without delay.

|               | Name<br>Street Address |         |  |
|---------------|------------------------|---------|--|
| lease write p |                        | , State |  |
|               | Fig. 17                |         |  |

| e you given up the idea of purchasing a motor boat?          |
|--|
| ot, about what price have you thought of paying?             |
| ut when do you expect to buy?                                |
| at size and style of boat do you prefer?                     |
| ald you like to have a boat built according to your own      |
| plans?   |
| ou have purchased, will you please let us know what boat you |
| bought and your reasons for preferring it                    |
|  |
|  |
| (Signature)  |
|  |

The postal card is convenient and suggests immediate action. It saves the advertiser the loss he would sustain if prospectives put the matter aside until they were ready to write a letter. A large proportion of purchases are made on impulse, and it pays to prepare matter that will not only prompt the impulse but will afford convenient means for ordering before interest wanes or the matter is forgotten.

# The Peoples Savings Bank

#### Blanktown, Pennsylvania

My Dear Sir:

October 18, 1908

No doubt you already have fair or good bank accommodations, but every business man and firm ought to have available the <u>best</u> and the most bank accommodations that can be secured.

None of us knows what needs a month may bring forth; and if there ever was a man that had too many friends among good banks, I have yet to hear of him.

We have often wondered why you have not had an account with us. Perhaps it is just because you have not known what we were able to offer and we have not made it our business to tell you.

Of course we do not want to disturb your present banking arrangements. That is not necessary. But it is likely that we have more to offer than you have ever thought we have. Everything considered, we have decidedly the best banking service in this part of Pennsylvania; and we have something to say that we think will be particularly interesting to you.

May our Mr. Brown call for a talk the next time he is in your neighborhood?

Yours truly

F19. 19

Cashier

69. The manufacturer of a handy "emergency case"—a case of simple hygienic materials for treating burns, cuts, bruises, etc.—addressed a list of automobile owners with a form letter that offered to send a case on approval to any one that would merely sign and mail the postal card enclosed with the letter. The card was printed in the style of a blank order addressed to the manufacturer, as shown in Fig. 17, requesting him to send a case and agreeing to send \$1 immediately if the case proved satisfactory. The returns

from the canvass were very good. This manufacturer also tried the plan of sending some of these letters to automobile owners under 1-cent postage, but from these he got no returns at all, thus showing that 1-cent stamps would not do for that class of buyers.

#### COPY FOR SPECIAL FOLLOW-UP LETTER SENT TO RETAILERS OF HARNESS

Dear Sir:

I thank you for your prompt response to my recent letter.

I am today mailing you a copy of our new 1909 catalog, in which you will find described a comprehensive line of the real Wilson harness.

Now, what I want you to do is to order a fair amount of this real Wilson harness, of the styles that you judge will best suit your most particular customers, and then use as much effort in selling this harness as you do in disposing of "just-as-good" lines.

I know for a positive fact that if you will do this, you will soon be convinced, by the irrefutable evidence of repeat orders, that wilson harness does give the consumer much more complete permanent satisfaction.

I know by experience how difficult it is for you to  $\underline{\text{hold}}$  trade. Competition, when sales hinge on price-lowness alone, is sure to undermine you much of the time.

Sell our "de luxe" harness of quality, and competition will not bother you. You can gain and hold the very cream of the trade,

I shall hope to receive an order from you promptly.

I don't care how small it is, and if it's real big it won't trouble me a bit.

All I want is an opening --a chance to get the genuine, distinctively styled, and superbly finished Wilson harness before your customers.

Your customers and the harness will do the rest. And based on what accurate statistics collected from some hundreds of dealers show to be true, I positively assert that your <u>permanent</u> profits--your <u>yearly</u> net income--will be greatly increased by the sale of our "harness of quality."

Let the first order come promptly.

Yours truly

\_\_\_\_. President

Fig. 20

The postal-card idea may also be used to advantage in getting desired information from the inquirer as to his intention about buying or as to information he wishes. Fig. 18 illustrates how a card of this kind may be prepared.

70. Letters for Assisting Salesmen.—In Fig. 19 is shown a letter sent out to a selected list of business men previous to the call of a representative of the bank. The plan was for the representative to call even if the letter brought no response, and there is no doubt that it paved the way for an interview and in some cases was the first step in

# COPY FOR SECOND LETTER TO HARNESS RETAILERS Dear Sir:

I have been making and selling harness for over thirty years, and my experience has been that it pays best to sell good harness. And the better the harness, the better the permanent profit.

I started in by making harness by hand--with my own hands. And I refused to turn out anything but the very highest grade of work, giving more attention to the details of style and finish than any other workman I knew.

This same policy has been observed throughout my entire business career, and the steady increase in the Wilson Company's output is pretty good evidence that the principle is right.

It's the right principle not only for us but for you.

It pays to sell harness that will bring the buyer back like steel filings to a magnet. With harness that has <a href="price">price</a> for its chief recommendation, your esteemed contemporary across the street or around the corner is almost sure to offer as great or apparently greater inducements sooner or later, and you lose your customer.

But if you sell Wilson harness, the buyer is going to be so permanently satisfied that lower price or any other alluring bait cannot draw him from you.

I trust that your acceptance of my proposition may come in by return mail, as I am sure that such acceptance will mean the beginning of much more <u>permanent</u> business for you.

| Yours truly |           |
|-------------|-----------|
|             | President |
| Fig. 21     |           |

securing a desirable new account. Paving the way was all that was expected of the letter. The bank did not care to commit itself in the letter as to what it could do in the way of accommodations, but, owing to the confidential nature of this service, preferred to have the representative take it up with each individual.

#### CHARACTERISTICS OF TRADE LETTERS

71. The principal point to be remembered in connection with form letters sent to tradesmen is that retailers are not

## COPY FOR FOLLOW-UP LETTER SENT TO HARDWARE RETAILERS

Gentlemen:

I dislike to put myself in a position to be charged with "cocksureness." And yet I must say that I believe this is one of the most fortunate days of your life.

I believe you are going to do great things with the Kitchen Queen Steel Range.

I base this belief on something more tangible and reliable than personal opinion. I base it on what other dealers, situated similarly to yourself, are doing and have been doing for several years past.

They say the Kitchen Queen sells easier and stays sold better than any other range they ever tackled.

That "stay sold" means something. It means a permanently satisfied customer -- one who will say good things about his range and about you.

That sort of thing builds trade better than all the newspaper advertising you could do.

But immediate, direct profits interest you most just this minute.

Here is the price list:

#16 X \$30.00. 16-inch oven. #18 X 31.00. 16-inch oven. #20 X 32.50. 20-inch oven.

These prices are F. O. B. your city, and comprise the complete range, with reservoir and high closet. Without reservoir, subtract \$5.50. Without high closet, \$2.50 less.

Terms, 5% 30 days: 60 days net.

You will find a brief description of the Kitchen Queen in the enclosed folder, but I cannot, unfortunately, convey an adequate idea of its superiority over any other range costing equal money.

I shall look for your first order by return mail.

Yours very truly

\_\_\_\_\_ President

Fig. 22

so much interested in the merits of goods as they are in the profit that it is possible for them to make. "Profit for the retailer" must be the keynote in the form letter intended for

the trade. Arguments that will hold good in a letter to the consumer will not appeal to the retailer in the same way. His chief aim is to make money through his sales, and if the manufacturer or wholesaler hopes to get the retailer's interest and cooperation, the form letters sent out must show

## SPECIAL FOLLOW-UP LETTER TO HARDWARE DEALERS THAT ORDERED A SAMPLE

Gentlemen:

When we shipped you that sample Kitchen Queen Steel Range I should have considered it safe to wager almost any amount that an order for at least two or three, or five, would come in within tendays.

I fail to understand why this hasn't been the case, and I am writing to inquire what the trouble is.

It may be that the tremendous success of the Kitchen Queen wherever it has gone on sale has made me somewhat prejudiced in its favor. But even so, I see no reason for believing that conditions in your locality are materially different from conditions everywhere else.

Are you giving the Kitchen Queen a fair fighting chance? Have you put that sample in a prominent location on your floor, where it will be seen and inspected? Do your clerks tell the plain unvarnished truth about it and present each point forcefully and convincingly?

Dealers of very extensive experience have often told me that it takes less salesmanship to sell a Kitchen Queen than any other rame they know of. But that doesn't mean that intelligent effort doesn't pay or that the man who shows up the Kitchen Queen to good advantage won't sell more than the man who leaves the range to do all the talking.

Now we want to sell you more ranges. That is quite natural, of course. But when you consider that you will make more money on each Kitchen Queen that passes through your hands, I believe you'll see that it's to your advantage to cooperate with us and push hard right here and now.

May I not hear from you by return mail?

Yours truly

\_. President

Fig. 23

the retailer why it will be to his interests to handle the goods and how the goods will open new territory for him, afford him more sales and better profits, advertise his business, etc. Figs. 20, 21, 22, and 23 show good examples of trade letters. The frank, chatty style is marked, but is carried to extremes in a few instances.

Fig. 24 is the first of a series of letters to haberdashers and shows how a specialty such as the Standby Collar is presented to retailers.

72. In Fig. 25 is shown a good example of a publisher's soliciting letter. This letter is the first of a series

# STANDBY COLLAR CO.

Troy. N. Y.

December 18, 1908

A. Retailer & Co.

Charleston, S. C.

Gentlemen:

Here's something new to catch public interest--to create talk about your store and to bring new faces. It's the Standby Collar, sold on a strict guarantee to wear four months without cracks, saw edges, or torn button holes.

Your customers are absolutely relieved from risk when they buy Standby Collars, for they are fully protected by our positive, iron-clad, signed guarantee, which is in every box.

Standby Collars come in a wide range of styles (see folder) and are retailed in boxes containing one-half dozen collars of a size and style at \$1 a box. As Standbys are sold at a distinctive price, they will not conflict with the other lines you are selling.

The Standby idea is creating a stir. Isn't it a wonder some one didn't long ago think of a guaranteed collar? You know what extra profits are being made by the retailers having the agencies for guaranteed hose. The Standby guarantee is a great talking point; it sells six Standby Collars where otherwise the purchaser would buy only two ordinary collars.

See the enclosed proof of our advertisements in Collier's, Saturday Evening Post, Munsey's, Everybody's, McClure's, American, and Cosmopolitan this month. A display of Standbys in your window will mean extra sales and new customers.

You never had a more liberal offer than that set forth in the enclosed folder. You take no risk on this trial order, so let it come right along. We will not consider any other haberdasher of your town until we hear from you.

Yours for new business

STANDBY COLLAR COMPANY

Fig. 24

of three prepared to interest the manufacturers of office equipment in the advertising opportunity offered by The Stenographer.

73. All good letters sent to the trade are helpful to traveling salesmen even if they do not bring direct orders or

replies. Such letters keep the retailer reminded of the manufacturer or jobber and his representatives. If a salesman has been receiving orders regularly from the retailer, a good

# The Stenographer

PHILADELPHIA, PA.

September 28, 1908

Dear Sir:

What employe stands nearest the head of the office?

The stenographer, of course. He is the confidential man, the transcriber of the secrets of the business. "Look into that and report" and "What do you think of-----" are every-day remarks between business men and their stenographers.

Thousands of stenographers are purchasing agents for their offices; and even when a business is large enough to have a separate purchasing agent, it is certain that purchases of office equipment—whether for the stenographer's use or for the office generally—are influenced largely by the knowledge and opinions of the stenographer.

And by "stenographer" I do not mean the incompetent, satisfiedwith-what-I-know class, but the bright, brainy young men and womenthe George Cortelyous, William Loebs, Richard Coverts, and Edward Boks of the future.

Out of more than 112,000 stenographers in America, only about one out of a dozen is alert and progressive enough to subscribe for a magazine like THE STENOGRAPHER; but you can reach from 8,000 to 10,000 of these every month through the columns of this magazine.

Can you really afford not to acquaint progressive stenographers, teachers, school proprietors, etc. with your goods? Do you know that the manufacturer of a \$100 writing machine has found it profitable to advertise in THE STENOGRAPHER nineteen continuous years?

You can use a page in THE STENOGRAPHER for \$25, a half page for \$12.50, and a quarter page for \$6.25.

Examine the copy that I am sending you, and give your order for next month. It will be the most profitable circulation--considering cost--that you ever bought.

Truly yours

Fig. 25

Publisher

letter sent a week or 10 days before a call will probably result in orders being held until the salesman's arrival, especially if such letters deal with items of new goods or new prices. For instance, suppose a letter from a jobber to shoe retailers contained a paragraph like the following:

We have, in our 20 years, handled many different lines of boys' shoes, but never have we seen a shoe that embodies all the good points of this American Schoolboy Shoe. With leather as high as it is, we really don't see how the makers have been able to produce a shoe like this to be sold for \$2 and still leave a good margin for the retailer, etc.

A letter of this kind, in which an attractive folder of the American Schoolboy Shoe is enclosed, is sure to make the work of the salesman easier. Furthermore, such letters may bring direct orders in case of sudden need on the part of the retailer.



# CATALOGS, BOOKLETS, AND FOLDERS

(PART 1)

# CIRCULAR MATTER IN GENERAL

#### GENERAL REMARKS

- 1. A great variety of printed matter that differs widely in character, size, and purpose may be included in the general subject of catalogs, booklets, and folders. With so broad a subject, all that can be done is to define and illustrate general principles. With these grasped, there should be no difficulty in deciding on the kind of printed matter required to meet certain needs, or in preparing something of an original nature. In catalogs, booklets, folders, etc., as well as in advertisements, there is need for distinctiveness; the examples in this Section should not therefore be taken as styles to be copied slavishly. Furthermore, a number of the examples shown are from copyrighted publications and should not be copied unless permission is obtained from the original publishers.
- 2. Relation of Circular Matter to Other Advertising.—Catalogs, booklets, folders, and other forms of circular advertising matter are not, as a rule, sufficient in themselves to build up extensive patronage. Though occasional campaigns have been carried on effectively by using circular matter as the principal means of advertising, circu-

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lars of all kinds are usually supplemental to newspaper, magazine, and trade-paper advertising. Catalogs, booklets, and folders usually serve to give full information and to close sales after interest and demand have been partly or wholly created by other advertising.

After a customer has been gained, the advertiser, by the use of catalogs, booklets, etc., should be able to hold him as a permanent customer. A well-known clothing house, for instance, keeps a record of the address of each customer, and every spring and fall mails him its style book. In this manner, the firm is able to keep a hold on its patrons.

One sale made as a result of newspaper or magazine advertising may bring several inquiries from acquaintances of the new customer, from whom more orders may be obtained by sending them good printed matter.

3. The success of most general advertising and mailorder campaigns depends largely on the supplemental advertising; that is, on the catalogs, booklets, folders, etc. used in following up inquiries. It is futile for the general or the mail-order advertiser to try to interest people with advertisements unless he has the proper descriptive circulars to close sales, that is, unless his article is a low-priced one that may be sold by the advertisement alone, in which case he needs no descriptive circulars. Even in retail advertising, where the store is more or less convenient to its prospective customers, supplemental advertising cannot safely be neglected. Nearly all retailers can use attractive folders to advantage and some large retail stores find it profitable to use expensive catalogs and booklets.

# CLASSIFICATION OF CIRCULAR MATTER

## CATALOGS

4. A dictionary definition of the word catalog is, "a list or enumeration of things, sometimes with explanatory additions." The difference between the catalog and the booklet is not always very marked, for though, technically, a booklet is a "small book," it frequently contains a short "enumeration of things with explanatory additions," and so far as size is concerned, is really a catalog in character.

Generally speaking, however, the catalog is a pamphlet of fair size, with or without illustrations, in which a number of things are described in detail. The catalog deals more with full descriptions of goods, while the booklet treats sometimes of only one point, and is written more in the argumentative style.

Catalogs usually have, in addition to the description and illustration of a number of articles, some matter relating to the methods of manufacture, the excellence of the goods, the advantages of the advertiser's selling plan, etc., and often contain testimonials from users.

#### BOOKLETS

5. Various small pieces of bound printed matter known as booklets, circulars, brochures, primers, etc., may be included in the general head of booklets.

The booklet differs from the catalog, first, in that it is smaller and, secondly, in that it does not treat of such a variety of subjects. It usually has a single purpose—the presenting of one subject or one line of argument.

Most booklets printed nowadays for the better grade of advertising work either have covers or are printed on paper of a quality that can be used for both cover and inside pages.

#### FOLDERS

6. A folder, as its name implies, is a piece of printed matter consisting of only a few pages folded one or more times, and not bound in the usual book style. Most folders consist of 4, 6, or 8 pages, printed on paper of a quality that can be used for both outside and inside pages. There is no fixed method of folding or binding such matter.

So far as the character of the matter goes, there is no essential difference between the booklet of a few pages and the folder.

## PLANNING CIRCULAR MATTER

#### DETERMINING THE KIND OF CIRCULARS NEEDED

- 7. The class of people to be reached, the method of selling, the nature of the service, and the goods to be sold, are the factors that determine what the circular matter of the advertising campaign should be.
- 8. Class of People to Be Reached.—If the people to whom printed matter is to be sent are those who receive very little matter by mail, then conciseness is not the most important point. On the other hand, if the printed matter is to go to a very busy class—people that receive a great deal of mail—it must be either very concise or unusually attractive to receive attention, unless, of course, it is sent in response to an inquiry, in which case it may safely deal with the subject or subjects more in detail. In spite of the fact that a man may be busy, it is certain that when he contemplates purchasing some article of importance, such as an automobile. for instance, and sends for a catalog, he expects to receive full information. In such a case, a brief folder or a booklet would not answer the purpose. But it is true that an automobile company might have brief booklets and folders for the purpose of developing inquiries.
- 9. The important question to be answered when about to prepare a catalog, booklet, or any other kind of printed matter is: Is it to be sent in answer to inquiries, or is it to be sent unsolicited for the purpose of arousing interest? If a person is already interested, he will pay much closer attention and read more matter than he otherwise would. Where there has been no inquiry or no indication of interest, the printed matter must be more to the point and much more attractive to receive attention.
- 10. Size of Circular Matter.—The tendency among advertising men seems to be more and more toward having printed matter of as few pages as possible. Conciseness is

a virtue, but when it is seen how eagerly the bulky catalogs of such concerns as Sears, Roebuck & Company, and Montgomery & Ward, the great mail-order dealers, are read by hundreds of thousands of people in small towns and rural districts, it is evident that there can be no set rule, but that the size of a catalog or booklet must be determined by a most careful study of its purpose.

It would be poor policy, for instance, for the International Correspondence Schools to send to those who inquire about courses, a brief booklet giving merely the list of subjects taught in a course, and a few other details. These inquirers want more information than such a booklet would afford, and, except in a few cases, will not pay for a course until they are fully convinced that the instruction will be of great benefit to them.

The average inquirer about a piano or a kitchen range will not be convinced by a mere illustration with a price under it.

- 11. In planning printed matter, the writer should put himself in the place of the person that is to receive it. He should imagine that he is that person, and should endeavor to determine how much information he would want. Again, using the literature of the International Correspondence Schools as an illustration, it may be said that a booklet that was prepared by the Schools to be sent to capitalists and employers described the work of the institution in about onesixth of the space in which the same subjects would have been described to an inquirer about a course; the reason for the condensation was that capitalists and employers are interested merely in the characteristic features of the International Correspondence Schools and not in the details of its methods and its courses.
- 12. Method of Selling.—If the method of selling is by agents, or retailers, there is not the urgent need for completeness as to description, illustrations, and all details as there is where the sale must be closed by mail, because the agent or the retailer can supply details that are not given in the printed matter and possibly show the goods themselves.

A piano manufacturer, for instance, may send to inquirers a handsome catalog consisting mostly of fine illustrations, and by then referring the inquiry to an agent in the inquirer's town, makes it possible for the inquirer to see the piano itself in the local salesroom. But it is not always safe to leave too much to the agent or retailer. It is better to describe the article as attractively as possible, and possibly leave the price, the plan of payment, etc. to the salesman, especially if the price is the greatest obstacle to overcome and the point on which personal talk and demonstration is most needed. A great deal of first-class advertising matter is printed not to bring direct orders, but to send the inquirer. or recipient, to a retailer. But as all retailers do not handle an advertiser's goods, many advertisers provide for a direct sale in case the prospective purchaser cannot get what he wants at the retail store.

- 13. Nature of the Article.-It is manifest that in preparing a booklet describing an ordinary toilet soap, the writer need not go as much into detail as he should in writing a catalog describing high-priced, intricate machinery. As a general rule, the greater the cost of the article, the greater the need for full description.
- 14. Number of Catalogs to Have.—Where there are a great many things to be described, an important question that arises is whether the advertiser should have one large general catalog or a number of catalogs. This matter can usually be decided by the circumstances of each case. great general mail-order houses issue large catalogs that describe many hundreds of things in addition to the one inquired about by the prospective customer, and there is no doubt that such catalogs make continuous sales. On the other hand, these large houses, in addition to a general catalog, issue a number of special ones. There will be one for vehicles, another for clothing, etc. The International Correspondence Schools, with more than two hundred courses of instruction to describe, issue one general catalog that gives a mere outline of each of the courses, but have

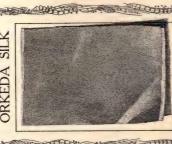
# THE STATE OF THE S Orkeda

The woman of taste dislikes imitations. She at once takes the measure of that woman who wears imitation silks. She rightly insists that silks must be genuine or not wom at all. It is bad form to try and deceive. It is poor policy because every sensible woman recognizes the deceit. A Suskana Silk

petticoats and underskirts for the welldressed woman should be bought at the Material for making drop skirts, linings, Ik counter.

ing; its weight is silk weight, not chemical Orkeda silk is made for the woman who wants a pure, inexpensive silk; one that looks rich and pure, because it is rich and Orkeda will not cut and crack at the folds, because it is free from all load-

# N. Waller of the Control of the Cont SAMPLE OF DRKEDA



much more.

purposes for which a plain taffeta weave silk is suitable. We unhesitatingly recommend Orkeda for making inexpensive silk dresses, waists, drop skirts, interlinings and all

THE PERSON NAMED IN THE PE

# が、当日本の日日日の日本のは、 drapes splendidly, and is the right fabric weight. It possesses pliability and wonderful softness of finish; it plaits and or all purposes for which a plain taffeta weave silk is suitable. It is admirable or making inexpensive dresses, shirt waish, jumper waists, as well as for drop skirts, etc., etc., because it gives the same satisaction and service as many silks costing

uses it herself. Orkeda comes in an unusually large range of colors, from the deepest to the softest and most delicate tints. Orkeda is the ideal fabric for home dressmaking; your dressmaker probably

Orkeda costs 60 cents a yard and is 22 inches wide;

Ask for it by the copyrighted name Orkeda; it is stamped on the selvage, every two yards. None is genuine unless so stamped, and it is a guarantee of purity.

many other catalogs describing the various courses in detail. All the electrical courses, for instance, are described in one special catalog, the commercial courses in another, the civil engineering courses in another, and so on. The general catalog of the International Correspondence Schools is sent only to those who write "Send me circulars," or "Send me your catalog," not mentioning any special course and giving no information by which it may be determined what subject is wanted. Frequently, after getting a general circular, the inquirer will write for more information, and then a special circular will be sent. Experience has shown that this policy of issuing a general catalog and various special catalogs is a wise one where a great variety of articles are sold. One point in favor of a special catalog is that it concentrates; that is, it keeps the inquirer's attention riveted on the thing he has inquired about and does not present an array of other desirable articles to distract his attention and leave him in an unsettled condition of mind.

- 15. Circulars for Retailers.—Many circulars are printed with the idea that they will be given out by the retailer and not sent by the manufacturer direct to the prospective purchaser. In Fig. 1 is shown a reproduction of three pages of an excellent 6-page folder prepared for the retailer by the manufacturer of Orkeda silk. In the original, a sample of the silk was pasted on the middle of one of these pages. In one of the other three pages of this folder (not reproduced) a space was left for the retailer's name. If the retailer is one that does a large business, manufacturers will usually print his name on a supply of 'he circulars; this is a much better plan than merely leaving a space in which the retailer's name may be stamped.
  - 16. Folders for Follow-Up Letters.—Folders of the character of that shown in Fig. 2 (only the first page of this folder is shown) are very helpful when sent along with form letters in follow-up systems. The question of cost is frequently an obstacle in making a sale. A prospective will inquire about a set of books, a piano, an investment of some

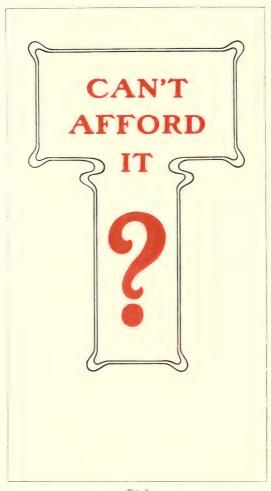


Fig. 2

The light rule around the page is merely to show the size; it did not appear in the original folder 206 219





# Keep This at Hand

And when canvassed for LIFE INSURANCE ask the agent the questions given below. If he cannot say "yes" to each, his company's policy is not as liberal as the policies issued by the

# Massachusetts Autual Life Insurance Company

SPRINGFIELD, MASS.
Incorporated 1851

Under which a policyholder enjoys all the privileges that an affirmative answer indicates.

- 1. Is the policy issued under the Massachusetts Non-Forfeiture Law?
- 2. Does the policy participate in annual dividends?
  - 3. In case a policy lapses through non-payment of premium, and becomes paid-up for \$100 or more, does it participate in dividends?
- 4. Can dividends be used each year to reduce premium payments?
- 5. Or, if desired, to buy an annual addition to the policy?

- 6. And if used to buy additions, can these additions be surrendered on any anniversary of the policy after the second?
- If preferred, can dividends be left with the company to accumulate at compound interest?

  And
- 8. Can the whole or any part of the sums so accumulated be at any time withdrawn in cash or used in payment of premiums?
- Can the premium-paying period be reduced by the use of accumulated dividends?
- 10. Can the policy be surrendered for cash on any anniversary after the second?
- 11. Are the cash values for each year written in the policy?
- 12. Does the policy, in case of failure to pay a premium after three annual premiums have been paid, become binding upon the company as a paid-up insurance, WITHOUT ANY ACTION ON THE PART OF THE INSURED?
- 13. Are paid-up values for each year written in the policy?
- 14. Can such paid-up insurance be surrendered for its cash value on any subsequent anniversary?
- 15. Is an extended term insurance policy granted on request in case of lapse?
- 16. If so, has such extended term insurance a cash surrender value, and does the policy participate in annual dividends?



WRITER WANTED .- Excellent AD. WRITER WANIED.—Excellent opens for man able to write crisp and original copy. The advancement will be rapid; better the work, bigger the salary; a knowledge of mechanical lines will be an advantage. Address Agency, box 178 Herald Downtown.

York hicago

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206

STENOGRAPHER, private secretary; rapid enough to take board meetings; \$150 month to start, with advancement to official position. X. Y. Z., 545 Herald.

CORDAY & GROSS want, permanently, a designer of covers and of general booklet and catalogue, illustrative and decorative work: an apt man with good ideas and ability to portray them. Corday & Gross, Anti-Waste-Basket Printers, Cleveland Ohio. cornice Give

WANTED.—Thoroughly competent double entry bookkeeper; must write good hand and furnish unquestionable references; salary \$20 too \$25 per week. Exceptional, 320 Herald Down-

FOREMAN, to look after plumbing and steam construction; salary \$1,200; give full details. Plumber, 394 Herald Downtown.

MECHANICAL draftsman, pracexperienced in the detail design of electrical apparatus, tools and manufacturing methods. Address box K. S., 31 Washington St., Brooklyn, N. Y.

YOUNG woman with knowledge of stenography and double-entry bookkeeping; need not be an expert, but must write well and know arithmetic thoroughly. Address in own handwriting, stating salary expected, G., 452 Lexing-

MANAGER able to build up department of advertising art for leading engraving and printing house; also to contract for catalogues and book-lets; must know engraving, printing, sales meth-ods, and advertising literature. Apply to Order Taker, box 450 Herald.

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COMPETENT double-entry bookkeeper in textile line; commission house; state experience, salary required. Willing, 226 Herald.

WANTED.—Experienced stenographer and rewriter; must be rapid and accurate. Apply superintendent, Chapman & Co., Fulton St.,

# FOR SPECIAL TRAIN PEOPLE

take BOOKKEEPER who is thoroughly familiar with department store work; knows systems and up to date in every respect; good opportunity to wide awake man; Al references required. to wide awake man; Al references required. Address, stating salary expected, K., 171 Herald ectric

WANTED.—Experienced man for interior and intercommunicating telephone work; must understand wiring for intercommunicating systems and telephones; state wages expected. Address E. M., 570 Herald Downtown.

WANTED Signs.—We want a glass sign painter; permanent situation and good wages. Address Dames Manufacturing Co., Pittsburg, Pa.

ENGINEERS, marine, in operating suction dredges in salt water; salary \$1,800; state former and present employers. Engine, 396 former and prese Herald Downtown.

WANTED. — ARCHITECTURAL DRAFTS-man. Address, giving full particulars and age, education, experience and salary expected, No. 515, care Engineering Record.

STENOGRAPHER.—Large law firm require expert; must be able to take 175 words a minute; salary \$30 a week. F. M., 296 Herald.

ate with ntilating. me shop omplete HEATING ENGINEER WANTED.—PER.
e shop
implete
manent position in Philadelphia for the right
man: must be qualified to design and supervise
opportunity of the property of the p

16th St., Philadelphia, Pa

POSITION AS SUPERINTENDENT OF crection, with company handling steel rail-road bridges and viaducts, light highway bridges, mill buildings, substructures of piles, cylinders, masonry and concrete, etc.: requires executive ability to control and direct twenty or more construction crews, getzele, and when can report. Address, No. 521, Care Engineering Record.

SHEET-METAL WORKERS, experienced in sheet metal window frame work; good wages and steady employment. Klauer Mrg. Company Dubuque, Iowa.

WANTED.—Railroad draftsman familiar with track and station layouts; work in vicinity of New York City. Address "D. A. 3," Engineer-ing News, New York.

A man to manage our plumbing department; one that is capable of drawing plans for steam, and the state of the

mani MACHINIST in small jobbing shop; central location; with some experience as leading hand on repairs to engines, pumps, boilers, etc.; building machinery from drawings, managing work and men both in shop and outside. Address tend WA

building machinery from dra work and men both in shop and with particulars of previous previous employ

Fig. 4



kind, an insurance policy, etc., and then finally conclude that it costs too much money. A vigorous canvass is then needed to show that the expenditure is an investment, not an expense; and a folder of the character of that shown in Fig. 2 should prove effective.

- 17. While it is advisable to present the strongest argument when the inquiry is first answered, some additional "sledge-hammer blows" at the chief obstacles in the way of a sale are effective in the follow-up. In Fig. 3 are shown the inside pages of a 4-page folder used by an insurance company in its follow-up. The advertiser's idea is that the prospective is probably hesitating in coming to a decision as to which is the best company. Therefore, this argument is right to the point, and in case the agent is not able to see the prospective immediately, the folder may temporarily keep the business from going to another company.
- 18. Circulars for Distribution by Hand.—In Figs. 4 and 5 are shown the first and last pages of a 4-page folder prepared by the International Correspondence Schools for distribution by its field representatives. A million circulars of this kind are handed out in shops, factories, stores, etc. every month. This circular does not present a complete canvass. It is practically an expanded magazine advertisement. It does not explain the method of teaching employed by the International Correspondence Schools, nor does it give the price of any course. The object of the circular is merely to interest-to convince the reader that technical education means a higher position and a larger salary and to arouse his ambition and impel him to investigate further. An attached post card gives a list of the various courses and provides a convenient way by which the reader can obtain further details of the method followed by the International Correspondence Schools and of the particular course in which he is interested.

This kind of circular distribution does not take the place of the advertising of the International Correspondence Schools in the magazines, but it reaches a class that may not see the

# Our Employment Department

Not only do we provide a training that will enable you to gain advancement, but, if you wish it, we will give you direct assistance in securing such advancement. Our Students' Aid Department was organized to assist I.C.S. Students to secure new positions or to secure advancement in present positions. This Department is aided in its work by more than 1,000 active Field Men, who cover every important business center in the United States and Canada.

# Employer Applies By Telegraph

# POSTAL TELEGRAPH-CABLE COMPANY

NUMBER SENT BY RECEIVED BY CHECK

Chatham, Ont., Can., 2-10-05.

RECEIVED Int. Corr. Schools

Thomas I. Park applies for situation as Engineer one fifty horse-power. Can you recommend him?

WM. GRAY SONS CO.

# We Wire, Recommending Student

# THE WESTERN UNION TELEGRAPH COMPANY

23,000 OFFICES IN AMERICA CABLE SERVICE TO ALL THE WORLD

BECEIVENS NO 11s. m. 10 Paid.

SEND the following message subject to terms on back hereof, which are hereby agreed to.

Scranton, 2-11-05.

To Wm. Gray Sons Co.

Chatham, Ont.

Thomas Park excellent student; thoroughly posted engine and boiler management.

Int. Correspondence Schools.

## Student Advises Position Secured-

CHIEF, STUDENTS' AID DEPT ..

CHATHAM, ONT., Feb. 20, 1905.

INTERNATIONAL CORRESPONDENCE SCHOOLS.

Dear Sir:—I write to let you know that I got the situation as engineer at William Gray Sons Co., and thank your Schools very much for your support, for it was through the Schools that I got the situation, and if I ever get a chance to do you a good turn I will Thanking you very sincerely, I remain,

THOMAS I. PARE. HH-611580

magazine advertisements; and it is very direct. Most of the people that receive these circulars are not interested, but here and there a circular falls into welcome hands, and since the cost of distribution is proportionately small, the enrolments that are taken make it a profitable form of advertising. In the original, Fig. 5 was printed in red and black to correspond with Fig. 4.

# MECHANICAL DETAILS

19. The important mechanical details to be decided on when planning a catalog, booklet, or any other kind of circular are the following: Size of the leaf; number of pages; method of binding; the kind of illustrations that shall be used, if any; if the catalog or booklet is to have a cover, the kind of cover that shall be used, whether paper, cloth, leather, etc.; the quality of stock, the design, and the color combination for the cover; and the paper, typography, and color combination for inside pages.

#### SIZE OF LEAF

- 20. Catalogs and booklets may be made in almost any size that an advertiser desires. There are three things, however, to be considered in deciding on the size: (1) attractiveness and convenience from the reader's point of view; (2) dimensions that may, without undue waste, be cut out of the kind of paper the advertiser wants used; and (3) a size that will go into a regular size of envelope (if the catalog or booklet is to be sent flat in an envelope), thus avoiding the necessity and the extra cost of having special envelopes made.
- 21. Standard Proportion.—Among book printers there is a standard proportion that provides that the length of a book should be one and a half times the width. The size of the pages of this Section conforms very nearly to that standard. In accordance with this rule, a catalog that is 6 inches wide should be 9 inches long. It is not necessary or even desirable to follow the rule invariably, for

originality and individuality should be sought when they can be attained without the sacrifice of anything else. If the designer of catalogs and booklets is original enough to depart from the standard proportion, well and good, but he will be sure of a good effect if he makes the length of his book about one and a half times the width. Sometimes the subject of the catalog makes it desirable to adopt a long narrow page or a page that is almost square. Three favorite sizes in catalogs are the  $4\frac{1}{2}'' \times 6''$  size, the  $6'' \times 9''$  size, and the  $9'' \times 12''$  size. These are well adapted to filing and are more likely to be kept by those who file catalogs than are other sizes.

22. Sizes of Booklets .- A popular size in booklets is that which is  $3\frac{1}{4}$  or  $3\frac{3}{8}$  inches wide by 6 or  $6\frac{1}{4}$  inches long, this size fitting the No. 63 and the No. 7 sizes of envelopes. Many advertisers prefer, however, to make their envelope booklets  $3\frac{3}{8}$  inches wide and about  $5\frac{1}{2}$  inches long, which is nearer the standard proportion than the other sizes mentioned.

In choosing the size for a booklet or folder, care should be taken to see that the size of the cover (double, including back and front) cuts out of a full sheet evenly; that is, without wasting any of the stock. In figuring on size, the plan is sufficient—than they are to be in the completed job; this margin allows for trimming after the books are printed. Any waste paper, while not given by the printer to the customer, must nevertheless be paid for by the customer. As an illustration, a cover, the size of one page of which is 6 in. × 9 in., makes a sheet 12 in. × 9 in. when opened up (including back and front), and this will "cut to advantage," (that is, without much waste), out of  $20'' \times 25''$  cover stock, cutting four out of a sheet and allowing a little extra paper for trimming after the book is printed and bound.

23. Standard Sizes of Envelopes.—The table on the following page gives the regular sizes of envelopes; and these, of course, have a bearing on the sizes of circular matter.

| COMMERCIAL            |  |                   |                                      |  |
|-----------------------|--|-------------------|--------------------------------------|--|
|                       | ze, in Inches                          |                   | ize, in Inches                       |  |
| No. 3                 | $2\frac{5}{8} \times 4\frac{3}{8}$ No. | $8\frac{1}{2}$    | $3\frac{5}{8} \times 8\frac{3}{8}$   |  |
| No. 4                 | $2\frac{7}{8} \times 5\frac{1}{4}$ No. | 9                 | $3\frac{7}{8} \times 8\frac{7}{8}$   |  |
| No. 5                 | $3\frac{1}{8} \times 5\frac{1}{2}$ No. | 10                | $4\frac{1}{8} \times 9\frac{1}{2}$   |  |
| No. $6\frac{1}{4}$    | $3\frac{1}{2} \times 6$ No.            | 11                | $4\frac{1}{2} \times 10\frac{3}{8}$  |  |
| No. 63                | $3\frac{5}{8} \times 6\frac{1}{2}$ No. | 12                | $4\frac{3}{4} \times 11$             |  |
| No. 7                 | $3\frac{3}{4} \times 6\frac{3}{4}$ No. | 14                | $5 \times 11^{\frac{1}{2}}$          |  |
| LEGAL                 |  |                   |                                      |  |
| No. 9                 | $3\frac{7}{8} \times 8\frac{7}{8}$ No. | 11                | $4\frac{1}{9} \times 10\frac{3}{8}$  |  |
| No. 10                |  |                   |                                      |  |
| BARONIAL              |  |                   |                                      |  |
| No. 4                 |  | $5^{\frac{3}{4}}$ | 45 × 515                             |  |
|                       | $4\frac{1}{8} \times 5\frac{1}{8}$ No. |                   |                                      |  |
| 110. 0                | BANK                                   | 0                 |                                      |  |
| No. 6                 | $4\frac{1}{8} \times 6\frac{1}{4}$ No. | 8                 | $5 \times 7\frac{1}{3}$              |  |
| No. 7                 |  | 0                 | 0 / 12                               |  |
| 110. 1                | CATALOG                                |                   |                                      |  |
| No. 1                 |  |                   | $6\frac{1}{3} \times 10$             |  |
|                       |  | 3                 |                                      |  |
|                       | $6\frac{1}{4} \times 9\frac{1}{2}$ No. |                   |                                      |  |
| No. $1^{\frac{3}{4}}$ |  | ь                 | $7\frac{1}{2} \times 10\frac{1}{2}$  |  |
|                       | Рнотодкарн                             |                   | w1 0                                 |  |
| Small cabinet         |  | u                 | . 54 × 8                             |  |
| Imperial              |  |                   |                                      |  |
| Portfolio             |  |                   |                                      |  |
| No. 1                 | $5\frac{1}{2} \times 8\frac{5}{8}$ No. | 3                 | $6\frac{1}{16} \times 9\frac{9}{16}$ |  |
| No. 2                 | $6\frac{1}{4} \times 8\frac{5}{8}$     |                   |                                      |  |

## NUMBER OF PAGES

24. A circular in the form of a folder may be printed easily in 6 pages or any other number of pages that is a multiple of 2. But in designing a 6-, a 10-, or a 12-page folder, care should be taken to adopt a size of page that will cut without waste out of standard sizes of paper, for with the usual page dimensions, a 6-, a 10-, or a 12-page folder will not cut out of standard papers as economically as 4-, 8-, and 16-page folders. A great many folders are printed in the







No. 4000-The camera gives you an idea of its beauty. Here are a few of its "talking points." An heavy bolts and dowels, double-backed steel hinges, Yale paracentric excelsion lock. Trunk is extra large trunk, covered with heavy black walrus grain leather, bound with the finest grade of bleached sole leather. Combination sets of the finest copper-plated malleable-iron trimmings, riveted at every point. It is lined throughout with Holland linen, and has two extra dress trays. The arrangement of the upper tray, shown in the cut, speaks for itself.

| 38    | 20.00   |
|-------|---------|
|       | 70      |
| 36    | 67.50   |
| 34    | \$65.00 |
| :     |         |
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| :     | :       |
|       |         |
| :     | 10      |
| Sizes | Prices  |
|       |         |

three last-named sizes, and the result is that standard papers are made in sizes particularly well adapted to the cutting out of 4, 8, or 16 pages of the usual dimensions. In catalogs and booklets, after going beyond 16 pages, the number should be 24, 32, 40, 48, 56, 64, etc., having for the total either a multiple of 8 or a multiple of 16, preferably of 16, as this size of form reduces the cost of presswork. A 52-page booklet can be printed, but the 4 pages added to the 48 cost proportionately more than the others, on account of the additional expense in the mechanical details of production. Ordinarily, it costs no more to print a booklet of 48 pages than it does to print one containing 44 pages; and sometimes the cost is less. Therefore, it is well to avoid multiples of 4 after going beyond 16 pages. Usually, the cost of an extra 4-page form will be about 40 per cent, of the cost of a 16-page form, and the cost of an 8-page form, about 65 per cent.

#### BINDING

25. Square and Oblong Bindings.—As a general rule, the catalog or booklet bound in the square-binding style, that is, along the long side of the page, is better than one bound at the short end of the page, known as oblong binding. A large catalog that is bound oblong is awkward to handle. Both hands are required for holding while reading, and unless supported by stiff backs, the sides fall over the hands. Therefore, unless the pamphlet is small, square binding is usually better.

Sometimes the illustrations or testimonials to be used are of such character that oblong binding, or binding at the short end of the sheet, is preferable. In Fig. 6 is shown a page taken from a catalog that was bound in the oblong style. If this catalog had been bound on the long side of the page, it would have been necessary, with the present arrangement of cuts, for the reader to turn the book half way around in order to read (as is necessary in looking at the reproduction of the page in this Section). If the person that prepared the catalog had tried to avoid this by running his text across

the short way of the page and putting one of the illustrations under the other, the arrangement would not have been as good as that shown in the illustration.

26. Saddle-Stitch and Side-Stitch Bindings.-Usually, circulars containing 64 pages or a smaller number are bound through the center, the wire stapling, or stitching, being put through the book by machinery from the exact center: that is, between pages 24 and 25 in a 48-page book. as shown in Fig. 7. This method is known as saddlestitch binding. Larger circulars may be bound this way where the paper is very thin.

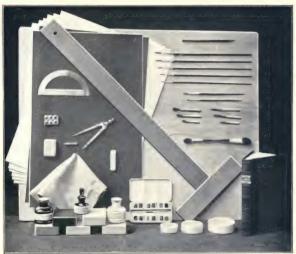


Circulars containing more than 64 pages are usually stitched through from one side to the other, as shown in This method is known as side-stitch binding.

27. Cord Binding Compared With Wire Stitching. For the ordinary catalog or booklet, wire stitching answers all purposes, and besides it is not costly. If it is desired to have something especially attractive, a silk cord may be used to fasten the printed matter together, but this increases the expense. It is true, however, that a good exterior color harmony may be produced by cord binding, a red cord, for instance, being used for a booklet bound in a buff or a green cover; red in such a case produces a pleasing effect. Very artistic effects can be produced with cord binding. Sometimes a leather thong is used instead of a cord. Cord binding, leather-thong binding, etc. are practicable only in cases where there are comparatively few pages and where artistic effects are in keeping with the subject of the catalog or the booklet.

# Bound Volume and Drawing Outfit

In addition to a half-leather Bound Volume containing all the Instruction Papers and Lettering Plates of his Course, the student, as soon as he enrolls (if he pays for his Course in cash\*), is furnished the Show-Card Writing Outfit described below Both Bound Volume and Outfit are sent without extra charge, except for expressage.



COMPLETE SHOW-CARD WRITING OUTFIT

One bottle show-card writers' white: one bottle show-card writers' black; one bottle waterproof drawing ink; one set show-card writers' brushes, as follows: five long-handled red-sable brushes (riggers)—Nos. 3, 5, 7, 9, and 12; two red-sable brushes—Nos. 1 and 3; one camel's-hair wash brush, double ender—No. 3; three camel's-hair square shaders—Nos. 4, 6, and 8; three camel's-hair telterers—Nos. 4, 6, and 8; ink sheets white drawing paper, 15" × 20"; mahogany T square, with 22½" blade; drawing board, 16½" × 22½" with expansion cleats and grooved back; five dry colors; 2 oz. each—blue, green, lemon, orange, and ed; chamble skin, six thumbacker, combination commance purple, Prussian blue, burnt sienna, vermilion, crimson lake, sepia, light red, yellow ocher, gamboge, orange, and charcoal gray; three water-color dishes.

206 § 19 Fig. 9

<sup>\*</sup>To enable students that enroll on any of our instalment plans to have the advantage of working with our Outfit from the earliest possible moment, we have arranged to furnish this and the Bound Volume as soon as \$10 is paid on the Course. Until then, the student may study Show-Card Writing, the first Paper of his Course.





Fig. 10

A high-grade clothing-catalog illustration



## ILLUSTRATIONS

28. The purpose of the catalog is to give the reader very nearly as good an idea of an article as he could get if he were present and could examine what he is thinking of buying. Obviously, then, with most circulars, no matter how well the descriptive matter is written, illustrations are needed to picture the goods. This fact is well illustrated in the circular page shown in Fig. 9. How much less effective this page would be if the illustration were omitted. The half-tone here is one of 150 screen, and the dark ink used is green-black.

An illustration not only serves an important purpose in giving the reader at a glance a correct view of the article, but it serves still another important purpose, namely, that of catching the eye and drawing it to certain features of a catalog or a booklet that would otherwise be overlooked.

It is difficult to make solid printed matter look interesting, but nearly every one is attracted by good illustrations. Publishers of the popular magazines realize this and illustrate their publications lavishly. Therefore, while good illustrations for circular matter are expensive, they are usually worth all they cost. In Fig. 10 is shown an example of the fine illustrations used today in the better class of clothing catalogs. This illustration is printed from a combination line and half-tone plate, the lettering and the border around the upper part of the illustration being the line portion. The drawing was partly in line, partly in wash, and partly in crayon; the crayon work gives the clothing an artistic appearance. The screen of this half-tone is 150. The name "Cambridge" is arranged artistically, but would be more readable if the lettering were run across the page.

29. Descriptions should not be left incomplete merely because they are supplemented by illustrations. People do not ordinarily send for catalogs merely to look at the pictures. The description should be made as attractive as possible and the illustration used to give realism. Note that in Fig. 9 the

# MEN'S REGAL FASHIONS



THIS is a full calf-lined shoe. Note, from the photograph and little sketches, the graceful, semi-straight lines of the model. For the man who wants a conservative, comfortable style in a standard leather for general wear every day the Henley comes as near perfection as expert modeling and construction can produce. There is no finer upper-leather tanned than the Regal Black King Calf which is used in the vamp and top. It is strong and wiry, and at the same time smooth and very flexible. The Henley is lined throughout with tan-colored Calf—light but very durable—and this lining is cut and fitted with exceptional care. Built on a sole of double-thick Oak-Bark-Tanned sole-leather, and reinforced with outside and inside backstays, the shoe will give exceptional wear, and will fit perfectly and hold its shape to the last minute.

STYLE RL1—(As Illustrated.) High Shoe, Lace Style. Made of Black King Calf, and Leather-Lined. articles composing the outfit are listed and described, notwithstanding the fact that all are shown in the illustration.

Fig. 11 also shows a fine combination of good description and illustration. Note that the smaller illustrations bring out details that the larger one does not, and yet, being smaller, do not detract from the harmony of the illustration as a whole.

Figs. 12 and 13 are other fine examples of well-illustrated catalog pages. The Yawman and Erbe page, Fig. 12, not only shows the files themselves, but goes further and shows how conveniently they may be handled. When the article in use can be shown to just as good advantage, by all means show the operation as well as the article itself. The two illustrations in Fig. 12 are very well arranged in connection with the text. In the original page, the text was printed in olive, which color contrasted well with the black used for the illustrations, and made a more effective page than that here shown.

In the original of Fig. 13, the use of two colors (brown for the text, black for the illustrations) enabled the advertiser to bring out the half-tones of the furniture strongly and in good contrast to the text. In a catalog of this kind, the illustrations constitute the most essential feature.

30. Opportunity for Liberal Illustration.—The variety and the fine quality of papers available for catalog and booklet printing give the advertiser a free hand in illustrating. In general magazine and newspaper advertising, the advertiser is rarely able to get just the right combination in paper and cuts, and the speed of magazine and newspaper presses make it almost impossible to produce the finest results. But in catalog and booklet work, and in a few magazines and trade papers, he can, if the purpose justifies the cost, use page and half-page illustrations of the best character in line, half-tone, and color; and he may have an artist design special borders, initials, and ornaments for the pages. Whether line cuts or half-tones should be used depends on the subject, and on the paper selected for the





Letters or papers that have been transferred from a Shannon File to a Shannon Binding Case may be examined with exactly the same facility as when in the original file.

This is due to the fact that all letters are transferred intact.

This process is very simple.

The cover is opened back over the arches; the arches are opened; the **U**-shaped transfer wire is fitted into the hollow posts.

Then the entire contents—indexes and all—are easily lifted off the posts and put on the transfer wire, which keeps them in the same position as before.

The arches used in transferring to Shannon Binding Cases are identical in quality with those provided for the file and file drawers.



Fig.12



No. 48. Smoker's Chair Price, \$6

No. 49, with rockers. Price, \$6.50. Dimensions same as No. 42.



No. 51. Grandfather's Rocker Price, \$5.50

No. 50. Chair. Price, \$5. Extra-heavy old-style chair. Seats, 21 inches wide, 16 inches deep. Height over all, 43 inches.



No. 56 New Cottage or Parlor Chair Price, \$6



No. 57 Rocker Price, \$6.50

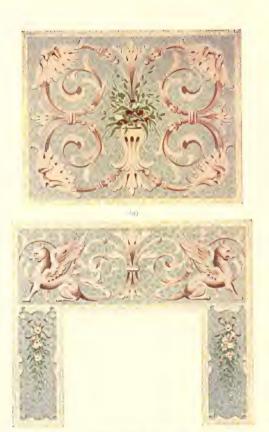
Seats, 16 inches wide, 18 inches high, 15 inches deep. Height of all, 33 inches.

book. Photographs form the basis of much of the best halftone illustrating; photography gives realism. On the other hand, the wash drawing enables the advertiser to portray machines or buildings that are far from completion; wash drawings may even be made up from specifications and the designer's sketches.

- 31. Illustrations in Color.—Color cuts are expensive, yet in certain catalogs nothing except a color cut will give the proper idea of the subject. Some of the larger mailorder houses now illustrate their rugs, carpets, wallpaper, etc. entirely in color, and many manufacturers use colors in their illustrations. In Fig. 14 is shown a three-color process illustration. An illustration of this kind gives the reader an impression that he could not possibly get from a page printed entirely in black. It is almost equivalent to looking at the tiling itself.
- 32. Figs. 15, 16, and 17 show further examples of the very fine illustrative effects that are possible with two-color half-tones. The impressions from the original plates were superior to the reproductions shown here. The originals were larger than these reproductions.

The background of the illustration shown in Fig. 15 is typical of the Louis XV Period, and forms a most appropriate setting. Note that it does not come close enough to the half-tone of the bed to lessen the effectiveness. Decorative work of this kind requires the service of a high-grade artist.

Figs. 16 and 17 illustrate a class of work that is rapidly coming into favor. While illustrations of this character are costly, they are not so expensive as to be out of the reach of most manufacturers and dealers. Besides, the difference between a catalog with illustrations of this grade and a catalog with one-color illustrations is so great that the extra expense is often more than justified. Of course, an illustration of the character of that shown in Fig. 16 is more helpful to a subject like silverware where artistic appearance enters largely into sales. Only two runs of the press were required





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§ 19



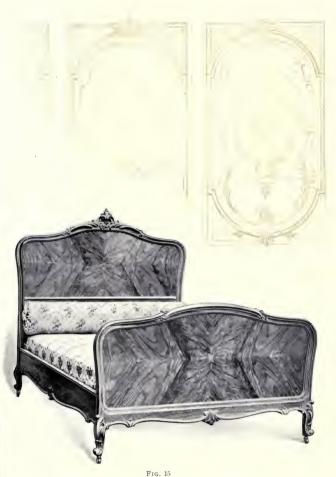




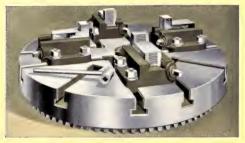


Fig. 16

Example of the use of a tint background to give contrast and brilliancy to the illustrations of the silverware 206  $\,\S\,19$ 









206 § 19





#### TECHNICAL SUPPLY COMPANY

SCRANTON and NEW YORK



## "TEC" PRINTED CROSS-SECTION PAPER IN SHEETS—Continued

#### 354. 5×5 to ½ inch

|       |                   | 1                                  | Per Quire | Per Sheet |
|-------|-------------------|------------------------------------|-----------|-----------|
| 354.  | In sheets 16×20 i | nches, printed in orange or green. | \$3.50    | \$ .20    |
| 354T. | On transparent r  | paper, printed in orange only      | 3.50      | . 20      |

#### Small Sheets for Technical Students, Mechanical Engineers, Etc.

355-356.  $10\times10$  to  $\frac{1}{2}$  inch, every fifth line heavy

|      |  | re Sheets |
|------|--|-----------|
| 355. | In sheets 5×7 inches on drawing paper, green only\$ .2 | 5 \$ .90  |
|      | on tracing paper, orange only                          | 5 .90     |
| 356. | In shorts 7 (10 inches on drawing paper, green only4   | 0 1.50    |
|      | In sheets 7×10 inches on drawing paper, green only     | 0 1.50    |
|      |  |           |



for Fig. 16. The space for the silverware illustrations was left blank in the tint block used for the background. The background of Fig. 16 is a good color for the subject.

Fig. 17 shows how a tint may be used to give a border setting to illustrations as well as to give a dark tone to parts of the illustration itself. This example represents a very high type of machinery illustration; it required much careful work, however, on the part of the artist, engraver, and printer. Note how the high lights (portions almost or wholly white) have been brought out by the engraver.

33. Fig. 18 illustrates the color effects that are made possible by the use of zinc plates. The drawings of the cross-section paper were made in black, so that they would photograph easily, and then colored inks were used in printing. High-grade illustrations are made possible by the use of two- and three-color zinc plates where the illustration consists of lines, dots, or solid masses. Where soft, graduated tones are desired, the half-tone plate becomes necessary.

Color printing and general illustration of printed matter is a broad subject in itself, and cannot be treated comprehensively here. But as color work in catalogs and booklets is coming into use more and more, the student of advertising will do well from time to time to get specimens of the work of the plate makers and color-work specialists that advertise in advertising and printing magazines. One or more of the magazines published for printers will enable such a student to increase his knowledge of fine illustrative and color effects, for these magazines show specimens of the finest work.

34. Character, Shape, and Size of Illustrations. In determining the character and size of illustrations to be prepared for a catalog or a booklet, the subject of the catalog must be considered as well as the shape and size of the page. The descriptions of such merchandise as fine furniture, pottery, pianos, and jewelry are made more realistic and impressive by artistic illustrations, delicate colors, and decorative treatment in the way of borders and backgrounds. Subjects like steam boilers, farm wagons, etc., while often helped

much by color illustration, do not require delicate decorative treatment.

The shape and size of illustration should harmonize with the shape and size of the page of the book. A book with a deep, narrow page presents the best appearance with an

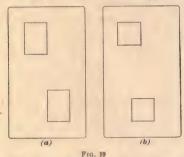
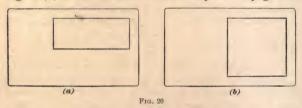


illustration that is deeper than it is wide (see Fig. 10). A square illustration would not harmonize well with this oblong page. This principle will be made clear by referring to Figs. 19 and 20, the outside lines of which represent the boundaries of book pages, and the small inside spaces, the illustrations. It is evident that the illustrations represented in Fig. 19 (a) harmonize better with the shape of the page than



those shown in (b); likewise, there is more harmony between the shape of the illustration and the shape of the page shown in Fig. 20 (a) than is the case with that shown in (b).

This principle of harmony is a safe one to follow generally, though it is departed from in exceptional cases. Fig. 20 (b),

for example, would be a better style for a refrigerator catalog than Fig. 20 (a), owing to the fact that an illustration very much wider than it is deep is not well adapted for a picture of a refrigerator of the usual shape. If, however, it is desired to show two views of the refrigerator, one with the doors closed, the other with the doors open, the size shown in Fig. 20 (a) would be convenient, because the two illustrations could be placed side by side.

35. It should be borne in mind that the size of the leaf should in the first instance be fixed with some regard to the subject. A page like that shown in Fig. 19, for example, is much better for a catalog of clothing or upright drills than a page like that shown in Fig. 20. A shape like that in Fig. 20, on the other hand, is well adapted to a catalog of couches or traction engines. When the appropriate size of page has been adopted, there will be little difficulty in arranging the sizes of illustrations.

No rule can be laid down as to what proportion of a page an illustration should occupy to give the best effect. If there are only one or two illustrations to be placed on a large page, they should not be so small as to appear minute. On the other hand, unless an illustration is to take up the entire width of the page, it should not be so wide as to leave a narrow margin for type and thus cause the type to be letter-spaced freely. This is a common fault of illustrated pages. In a type page 4 inches wide, the cut should not occupy more than  $2\frac{1}{2}$  inches of the measure, if type is to be set alongside and the best appearance is desired.

In ordering an illustration designed to take up about the width of the type page, have it made just a little narrower than the type measure; that is, for a 4-inch measure, a 3\frac{3}{4}-inch cut should be ordered. Particularly where the cut has a dark tone does this slight difference in width help the artistic effect. Light illustrations, especially those with a vignette, can often be made to extend into a margin—that is, beyond the type measure on one side—with good effect. The principle of balance should be looked after carefully.

#### PAPER, TYPOGRAPHY, AND COLOR HARMONY

36. To insure reading, a catalog, a booklet, or a folder should be attractive. Advertising literature will win or lose orders according to the way it impresses the persons that read it. A cheap-looking, poorly prepared catalog or booklet will have a tendency to cheapen the goods it describes. People are not likely to put faith in statements about quality when quality is belied by the very appearance of the paper, type, and illustrations that claim it. Catalogs, booklets, and folders go where no salesman can follow and into places too small to justify sending a salesman. Therefore, they should be made as attractive as circumstances will permit. However, in spite of the fact that attractiveness and good quality of paper are usually desirable, there are exceptional cases where the number of articles to be described or the class to be reached make it advisable to pack pages with matter and to use cheap grades of paper.

#### COVERS

37. The cover of a catalog, booklet, or folder is the first part to receive and either attract or repel interest, and it should therefore receive special attention. Some very cheap catalogs are printed without covers, but most advertisers have found that a cover on the catalog is worth the extra cost. Not only does it improve the appearance, but it protects the first and last pages of the catalog from wear. The cover is a very important part of a high-grade catalog. In the production of a cover, there are three factors that require careful consideration; namely, (1) the paper; (2) the design; and (3) the color harmony. Unless these three harmonize, the effect will not be good.

#### COVER PAPERS

38. Sizes and Weights of Cover Papers.—Cover papers are made in large sheets of various sizes, those most commonly used being 20 in.  $\times$  25 in. and  $22\frac{1}{2}$  in.  $\times$  28 in. These papers are sold by the ream (500 sheets) and are made in various weights, from 30 to 130 pounds to the ream. This does not mean that every cover paper is made in both the sizes mentioned, for many covers are made in only one size; nor does it mean that every cover stock can be obtained in all the different weights, for most cover stocks are made in only one or two weights. When a cover stock is listed or spoken of as  $20 \times 25$ —100, it means that a ream of 500 sheets of this stock, 20 in.  $\times$  25 in. in size, weighs 100 pounds.

It is impossible to show in this Section samples of even most of the cover papers in common use. Therefore, it should be understood that the specimens that are shown are merely a few representative styles. The beginner should not always call for one of these papers when it is necessary to make a selection, but may do as he would do with type; that is, give the printer a general idea of what is wanted and let him submit the available paper that comes nearest to that kind. It should also be kept in mind that most of the papers shown here are of a good grade; much cheaper papers can be secured that will do well enough for some classes of work. Printers usually have sample books from leading paper manufacturers, and can get any kind of paper an advertiser desires. The cost, however, on small special orders will usually be higher than the list price.

39. Cover-Paper Finishes.—A great variety of styles, colors, and finishes of cover papers are furnished by the various paper manufacturers, some of them, however, being popular for only a short time. The finishes (the surface of the paper is called the "finish") in general use are enamel, antique, crash, linen, plate, hand made, onyx, and defender. The manufacturers furnish many varieties of style and color in each of these finishes.

- 40. Enameled Cover Paper. The surface of enameled cover paper is smooth and polished and is particularly adapted to printing half-tone engravings of from 133- to 200-line screen. Line cuts and type designs also print very well on this kind of paper, the glossy surface adding a luster to the ink and a sharpness to the type that is very pleasing. Both subdued tints and strong colors can be obtained. No matter what kind of a type design, drawn cover, or color combination is desired, it will be easy to secure an appropriate tint of enameled cover stock to harmonize with it. Some of the colors obtainable are: white. India tint (very light buff), green tint, pink, straw, scarlet, azure (blue tint), and rose (pink tint). The price per pound varies from 7 to 12 cents, according to quality. This stock comes in sheets 20 in. x 25 in. and 25 in. x 40 in., and it weighs 60, 80, 100, 120, and 130 pounds to the ream.
- 41. When a catalog or booklet exceeds \(\frac{1}{4}\) inch in thickness or where the finished work will receive rough handling, enameled cover stock is not the best paper to use, as it has little tensile strength; its lack of strength is due to the small amount of rag fiber body and the large amount of glue, chalk, and clay used to give the highly polished surface. Catalogs thicker than \frac{1}{4} inch can be bound with enameled covers, but in such a case, the crease in the paper should be made to run with the grain, so as to lessen the tendency to break. As the size and weight of the catalog or booklet increases, the weight of the cover stock should be increased proportionately, so as to secure greater durability. Light-weight enameled cover stock should not be used on catalogs or booklets of 64 pages or more, as the cover will likely tear off. Neither is it advisable to use enameled cover on a catalog that will receive constant handling; catalog covers should be tough and durable to withstand wear. As enameled stock soils easily, it should not be used for covers of catalogs or booklets that will be handled by machinists, molders, etc. during working hours. In Fig. 21 is shown a cover printed on an India tint, 20×25-60, enameled cover stock.

- 42. Smooth Antique Finish .- A great variety of papers have a surface that is slightly rough and fuzzy to the These are known as antique papers, and as they are attractive, tough, and durable, they make practical covers for catalogs and booklets. Dark, medium, and light colors are made, the dark predominating in variety. White, black, and the various shades of gray, blue, green, red, olive, and brown can be obtained from any paper dealer, the prices varying according to quality. The cheaper grades sell for as low as  $5\frac{1}{2}$  cents a pound; and while the average price is 9 cents, some of the finer qualities command 22 cents a pound. For covers of small booklets, the light-colored stocks, such as white, buff, light blue, light gray, sea green, olive, etc., are the best to use, as they offer little difficulty to the average printer in securing color effects, and afford a strong contrasting background for type and plates. Halftone illustrations, or illustrations composed partly of halftone and partly of line cuts, will not print on antique paper of any kind. Line cuts, however, print very acceptably on this stock. The example shown in Fig. 22 is printed in very dark-green and chocolate-brown inks on antique cover stock, of a low-priced grade,  $20 \times 25 - 50$ , Khaki Homespun cover. Note the subdued harmony of colors, which is in perfect accord with the stock and the subject of the catalog.
- 43. Crash Finish.—One of the most popular current styles of cover paper is crash finish. This stock has a finish resembling coarse linen, showing the threads crossing each other and making a series of small, irregular squares. This finish is made by placing a coarse piece of linen cloth on each side of the sheet of paper, then placing the sheet of paper between sheets of zinc, and running under heavy pressure between the rolls of a plating machine. With the exception of the very small sizes, display type will print as easily on this finish as it will on the smoother stocks. Light-faced body type and half-tones will not print satisfactorily on crash-finished cover stock, on account of the irregular surface. Line cuts, provided they do not have too large

spots of solid surface, give very satisfactory results. Crashfinish covers are made in a variety of colors and shades and are very appropriate for booklet covers and folders. The colors include white, light blue, dark blue, coffee, light gray, dark grav, light green, dark green, brown, terra cotta, and bright red. The prices range from 9 to 18 cents a pound. The example shown in Fig. 23 is printed on crash-finish cover stock,  $20 \times 25$ —60.

- 44. Linen Finish.—The cover paper known as linen finish is very similar to crash finish, except that the grain on the surface is very much closer, resembling fine linen. This finish is very popular and is suitable for almost any kind of cover work except where half-tone cuts are used. Linen finish can be obtained in almost any tint or color desired, and at prices ranging from 9 to 23 cents a pound. In Fig. 24 is shown the first page of a cover printed on linen-finish cover stock,  $20 \times 25 - 70$ .
- 45. Plate Finish.—The cover paper called plate finish has a hard, polished surface that is very smooth and suitable for all kinds of printing, including half-tone cuts not exceeding 120 screen. Plate finish is made by placing stock, before it is calendered, between sheets of zinc and subjecting these sheets to hydraulic pressure. The result is a very hard, smooth surface, without high polish. The colors include all desirable shades, and the prices range from 14 to 20 cents a pound. The example shown in Fig. 25 is printed on plate-finish stock, 20 × 25-65.
- 46. Hand-Made Finish.—Another cover stock—handmade finish—has a smooth finish with a rippled surface in imitation of genuine hand-made stock, and may be used for printing with any kind of type, plate, and color work, with the exception of half-tone cuts. The colors include all the desirable shades, and the prices range from 10 to 18 cents a pound. In Fig. 26 is shown a cover printed on hand-made finish stock,  $20 \times 25 - 60$ .

- 47. Onyx Cover Paper.—There is a special cover paper made with beautiful mottled colors resembling the graining of onyx. This is called onyx cover paper. Its surface is smooth to the touch and slightly wavy, providing a fine printing surface for type and line engravings. The colors are white, ash gray, azure, opal, French gray, bluegray, Quaker gray, blue, purple, sea green, turquoise, cerise, sage green, heliotrope, mustard, onyx gray, blue onyx, brown onyx, green onyx, and purple onyx. Onyx cover paper is made in a special size—21 × 33, 60 and 80 pounds—and it is rather costly. This stock, made in crash, ripple, and vellum finish, is very distinctive, and can be relied on to give first-class results. The example shown in Fig. 27 is printed on onyx cover stock, 21 × 33—80.
- 48. Defender Cover.—The stock known as defender cover is unique, as it resembles the bark of a tree. As a novelty for a small booklet or brochure cover, it is excellent. This stock affords distinctive results when a panel is crushed smooth by first running a solid block without ink and then printing the type in the smooth panel. This work is sometimes done on an ordinary job press, but the best results are obtained by the hot-press process. It is difficult to get good results on defender cover stock unless the crushing method is followed. As this cover stock is very soft and pliable, it will not stand much handling. The colors include white, seafoam, light rose, olive green, mahogany, cerise, and royal purple. Defender stock is reasonable in price. It is made in two sizes and weights, namely,  $20 \times 25$ —75 and  $22 \times 28$ —90. The specimen shown in Fig. 28 is "Mahogany," 20 × 25-75.
- 49. Pebbled Paper.—Sometimes, after being printed, cover pages or inside pages of a catalog or booklet are run under heavy pressure through sets of rolls, one set having a rough surface resembling sand paper. These rolls produce a fine grain effect in the paper, known as pebbling. If it is desirable to pebble the entire booklet, the work is done after the job is printed and before the sheets are folded and

bound. Pebbling is appropriate only for work printed on smooth-faced stock. The price of pebbling is approximately \$1 per 100 sheets, irrespective of size. The effect on half-tone illustrations is very distinctive and adds greatly to the artistic appearance of high-grade booklet covers and pages. Fig. 29 shows an example of this kind of work.

#### TYPE COVER DESIGNS

- 50. Type Covers and Drawn Covers.—When the saving of time and cost enters largely into the production of a catalog, a booklet, or a folder, it is advisable to use a type cover design; that is, a design set up in type. Such a design is cheaper than a drawn cover design, can be produced in much less time, and sometimes is quite as effective. The comparative cost of a high-grade, two-color type design, similar to that shown in Fig. 21, and a high-grade, two-color drawn cover, similar to that shown in Fig. 29, is as \$2.50 is to \$25 or \$50, not including the cost of engraving or printing. A type design of the character of that shown in Fig. 21 can be set in about 3 hours; whereas, a two-color drawn cover of the character of that in Fig. 29 would require a week or two for the artist and engraver to complete the drawing and plates. A delay of 4 or 5 weeks is not uncommon on such work. Of course, the design in Fig. 29 is an example of a very high-grade cover; that in Fig. 21 does not compare with it in point of quality. Very often, on small booklets or folders, the nature of the subject precludes the use of a drawing unless it be purely ornamental lettering.
- 51. Relation of Subject to Cover Design.—In designing a cover the subject of the catalog, booklet, or folder should always be kept in mind, so that the design, so far as possible, will be in harmony with the subject matter. If the catalog is to treat of heavy machinery or bulky material of any kind, the design may be of a strong, bold nature and be in perfect harmony with the subject (see Figs. 22 and 24). On the other hand, if the cover is intended for a fine

brochure, a jewelry or a fine-arts catalog, or a booklet descriptive of millinery or high-grade books, or something of a like nature, the design should be light in effect and very tastefully arranged, and excessive ornamentation and rule work should be avoided. (See Figs. 21 and 27.) In designing lodge folders, brochures, catalogs of regalia, etc., if possible, use a design and emblematic cut appropriate to the subject.

- 52. Space Occupied By Design.—The entire front page of a catalog, booklet, or folder need not be covered with the design unless an excessive amount of copy compels such a plan. Often, a few lines of type or a small panel with the type set inside of it, at the top center of the page, as shown in Fig. 25, is more pleasing than a full-page design would be.
- 53. Use of Solid and Outline Type.—Where an outline series of type is used in conjunction with a solid series of exactly the same style of face—one being printed over the other to produce a two-colored effect—a very tasteful design can be secured by balancing the lines of type in the top half of the page, squared, center-lined, or arranged as an inverted pyramid without any rule work or panel of any kind.
- 54. Embossing.—Good effects in cover designs can be secured by embossing; that is, by having type lines, trade marks, or illustrations on covers appear in raised lines, as shown in Fig. 27. However, both the lettering and the design in this instance are drawn; but set type can be embossed in the same way. This effect can be produced to a limited extent on a job-printing press, but the best results can be obtained only by the use of an embossing press. This raised effect is produced after the printing has been completed.
- 55. Use of Ornamentation and Rule Work.—In designing a cover page to be set in type, care should be taken to secure artistic type effects without complex elements entering into the design. Ornamentation and rule work that

interferes in the slightest degree with the reading of the title and other wording on the cover, should be avoided.

- 56. Use of Small Type on Dark Covers. Body type or small sizes of light-faced display type should not be used on dark cover stocks. This would not only be injurious to the sight, but it would do more than anything else to send the advertising matter to the waste basket. People will not waste time in trying to read matter that is hard to decipher.
- 57. Principal Display Lines on Catalog Covers. The subject of the catalog should always be the strongest line, and the date next, provided a date is used. The name of the firm should usually be third in strength. If any additional copy is used, it should be set in a size of type that is easy to read but still smaller than the display lines of more importance, so as not to detract from them.

#### ILLUSTRATED COVER DESIGNS

58. Sometimes it is desirable to use a drawn design made by an artist that thoroughly understands the rules of proportion and harmony; that is, one that is capable of producing a strong, effective design, in keeping with the subject advertised. A drawn cover design should be symbolic, if possible, and should give a suggestion as to the contents of the book. While the lettering may be artistic, it should be simple, plain, and forceful. Where a symbolic design cannot be used, a plain, tastefully lettered title makes a very handsome cover, its very simplicity giving the work a dignity that a labored design always lacks. Hand lettering, as shown in Figs. 27 and 29, has a distinctiveness that is impossible to duplicate with type.

Simple designs are far more effective than ponderous or complex ones. Grotesque designs should be avoided. While they may for the moment attract attention, they will seldom stimulate a careful reading of the text pages.

59. Instructions to the Artist.—When a drawn cover is decided on, the ad-writer should give the designer a gen-

eral idea of what is wanted. If the ad-writer has anything in his file of a similar nature, he should let the designer have it so that the idea and the general appearance desired may be grasped. If a leaf or a texture is to be imitated, the designer should have a sample or a photograph. Designers appreciate this service, as it removes to some extent the uncertainty of satisfying the customer with the finished work. Unless the ad-writer is an artist or has had much experience in having designs made, he should not limit the designer to any rigidly specific plan. The experienced artist is a specialist, and if given some liberty he may be able to modify the ad-writer's idea to great advantage, or to draw something that is far more appropriate than is suggested. requested, the artist will furnish a rough sketch of the design before making the finished drawing. This will prevent any misunderstanding and afford satisfaction to both the artist and his customer.

Full particulars should be given the artist as to the color and finish of stock, the subject to be advertised, the reading matter, the colors to be used in printing (unless this is left to the artist's judgment, which is often advisable), and, by all means, the exact dimensions of the cover, in inches, and whether the design should be drawn the long way or the short way of the page.

60. Advertising Value of a Design.—Care should be taken to see that the designer does not draw an illustration that contains more pure art than advertising value. It is not always the object of a catalog or a booklet cover to present merely a beautiful appearance. Usually, beauty should be combined with advertising value. Only illustrators accustomed to commercial work can be trusted to keep the advertising idea before them in designing covers. Artists are likely to make serious mistakes, and when these mistakes are incorporated in the finished drawing, it results in expensive alterations to meet requirements. For instance, a manufacturer of a harvesting machine placed a catalog job in the hands of an advertising man, giving him liberty to use

his judgment as to the design. The advertising man wanted to use an illustrated cover that would be attractive and strongly suggestive of both the machine and its use, and he gave the artist instructions to that effect. When the drawing was delivered, it showed a beautiful field of wheat-a work of art-but the harvesting machine was so far in the background and so insignificant in size that it had practically no advertising value. The artist had drawn a design that was more appropriate for a grain-seed catalog than for a catalog of farm machinery. In this case, it was necessary to redraw the entire illustration and to bring the machine to the foreground. Had the advertising man requested a rough sketch before the artist made the finished drawing, all difficulties, lost time, and extra expense would have been avoided. Of course, as already suggested, it is not always possible or advisable to have a symbolic design. In such cases, the cover should be an artistic design that is harmonious with the subject of the catalog. In some cases, a simple lettered title is all that is needed.

In designs more or less technical in nature, it is well to have the finished drawing inspected by technical experts for errors in detail before the plates are made. Neglect to do this sometimes results in ludicrous mistakes. Such mistakes have been made as that of showing a hunter shooting from the right shoulder, with the right foot forward; an interior bank scene with no cage around the teller; a locomotive dashing ahead with the reverse lever in the gear that would make the locomotive run backward: etc.

61. In Fig. 30 is shown the cover page of a circular of a mechanical- and architectural-drawing course issued by the International Correspondence Schools. This is an excellent, emblematic design, combined with a color appropriate to the subject. It has the appearance of a blueprint, and a blueprint is a direct suggestion of drawing and the drafting room. This design was inexpensive, being printed from a reverse line plate on white paper in blue ink, the lettering standing out strongly on the original white stock.

It is not an easy matter to have a design made up that is typical of the subject, and it requires great care and forethought in the preparation; but as the mails are full of commonplace work, the ad-writer will usually be repaid for making special efforts to have his design appropriate as well as attractive.

Suppose it is desired to get up a cover for a manufacturer of refrigerators. A photograph of the particular refrigerator, with the doors open, and a neatly attired, attractive-looking young woman in the act of placing something in it may be procured. This would give an element of life to the illustration. Printed in green and white on a light tint of green cover stock, this design would give a suggestion of coolness and cleanliness particularly appropriate to the subject.

For a cover design of a catalog devoted to fall and winter clothing for women, an artistic crayon sketch of the upper part of a stylish figure wearing a hat and a fur neck piece, and the whole printed in one color or two colors would be effective. This design, with a title such as "Fall and Winter Clothing" and the advertiser's name, would be sufficient. The very simplicity would give strength.

The design shown in Fig. 29 is appropriate for a booklet describing a device for thawing out pipes. The colors and the design are in perfect harmony with the subject. Note the frozen appearance of the fire-plug, the pebbling, and the pure-white background suggesting snow and ice.

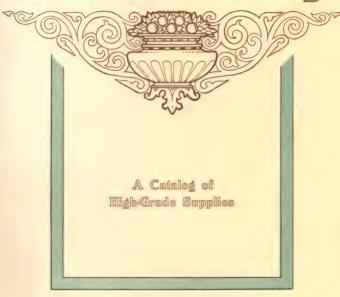
In Fig. 31 is shown a reproduction of a number of covers, including both illustrated and hand-drawn designs. A study of this exhibit will show the wide range that is possible.

In such cities as New York, Chicago, Philadelphia, etc., it is an easy matter to find designers capable of producing high-grade covers. The advertising man located in a small city, however, will likely have to have this work done out of town. There are, in large centers, designing and engraving firms that make a specialty of such work, and they can, when furnished with a general idea of the advertiser's needs, not only prepare an appropriate cover but also print the entire catalog.



Fig. 31

# Mercantile Decoration Show-Card Writing



### Everhart-Cromwell-Dickinson Company

Scranton, Pa., U.S. A.



## Mechanical Engineering

Courses of Study in Mechanical Engineering, Mechanical Drawing Machine-Shop Practice, Toolmaking Patternmaking, Foundry Work Blacksmithing and Forging, Etc.



International
Correspondence Schools
scranton, pa., v. s. a.



### International Advertising Company

CADOSIA, N. Y.

#### **STATEMENT**

MAY 31, 1909





## MOTORS

HOW THEY SAVE TIME AND MONEY



## BAIT CASTING RODS



200

#### A CATALOG OF

### MODERN TOOLS FOR PRINTERS

H. B. ROUSE & COMPANY CHICAGO



62. Appropriate Paper For Various Engravings. Line cuts—that is, cuts consisting of lines, dots, and solid surfaces only—and coarse screen half-tones will print on any fairly smooth stock. To get the best effects, however, some regard must be had for the quality of paper to be used. Half-tones of fairly fine screens or combination line and fairly fine half-tone cuts, consisting partly of line and partly of half-tone, will print only on a smooth-surface paper, such as plate, supercalendered, or enameled stock. In this instance, also, regard must be had for the paper if the best results are to be obtained. Type designs can, generally speaking, be printed on any kind of stock.

#### COLOR HARMONY

63. The subject of color harmony is a broad one. Nevertheless, a clear understanding of a few fundamental principles will guide the advertising man safely in the color work of advertising. High-class printers and illustrators are able to assist in the selection of appropriate colors, but comparatively few printers and not all illustrators are specialists in color work. It is often necessary for the advertising man to make up his own color combinations for a catalog cover or other similar work.

#### TERMS USED IN COLOR WORK

64. The Spectrum.—The term spectrum is applied in optics to the colored image produced by the refraction of light through a prism. A common form of the spectrum is the rainbow, which shows all the colors, from violet to red, with the various gradations. Sir Isaac Newton used the spectrum as a basis of color study nearly 250 years ago, and named the spectral colors, violet, indigo, blue, green, yellow, orange, and red. These colors may be thrown on a sheet of white paper by holding a triangular glass prism near a small opening in a shutter in an otherwise darkened room and permitting a beam of light to pass through the prism.

- 65. Intermediate Colors.—Between each pair of the six main colors of the spectrum-violet, blue, green, yellow, orange, and red-there are several colors that partake more or less of the colors between which they are situated, depending on their proximity to either one or the other. Thus, midway between red and orange is a hue in which the red and orange are about equally divided, which is therefore termed red-orange. Between this and red is a hue that is more red than orange, which is consequently called red-redorange. On the other side of red-orange is a hue that is more orange than red, and is therefore termed orange-redorange.
- 66. Primary, Secondary, and Tertiary Colors. A generally accepted theory is that there are three colors, in pigments, that cannot be produced by mixing, but from which all other colors may be produced. These three colors are red, yellow, and blue, and they are known as the primary colors. If any two of these three colors are mixed, another color will be produced. A color produced by the mixture of two primary colors is known as a secondary color. When two secondary colors are mixed, the color that is produced is known as a tertiary color. The following list shows with what colors secondary and tertiary colors are produced:

| PRIMARY | Colors      | SECONDARY | Colors        | TERTIARY<br>Colors |
|---------|-------------|-----------|---------------|--------------------|
| Red     | Red Yellow  | = Orange  | Orange Violet | = Russet           |
| Yellow  | Yellow Blue | = Green   | Green Orange  | = Citrine          |
| Blue    | Red Blue    | = Violet  | Violet Green  | = Olive            |

67. It is important to remember that the principles that apply to light do not yield the same results when applied to such substances as ink and paint. Light mixes perfectly, and it can be easily demonstrated that a mixture of the fundamental colors will produce white light, but a mixture of red, yellow, and blue inks will not produce pure white; the result will be a gray.

68. Warm Colors and Cold Colors.—Colors are designated as warm or cold, according to their effect on the sensibilities. The warm colors are red, orange, and yellow, and the combinations and tones in which they predominate. The cold colors are blue, green, and violet, and the combinations and tones in which they predominate.

It must be remembered, however, to avoid confusion of understanding, that admixtures of orange or other warm colors with blue or other cold colors, give rise to what are termed warm blues, etc.; and that the reverse will produce cold oranges, etc., or at least much colder than the normal. Thus, all the colors may be varied from their natural warmth or coolness.

Cold and warm colors are also called *somber* and *luminous* colors, respectively.

That quality of a color by which it affects the colors that are associated with it is called its *potentiality*. In some colors, this quality is more prominent than in others. When arranged according to their relative strengths, the colors occupy the following positions: yellow, orange, red, green, blue, and violet.

- 69. Tones.—White and black (or gray, a combination of both) play very important rôles in changing the aspects of any color when mixed with them. Black, white, and gray are not colors, strictly speaking, though in common usage they are spoken of as such. White and black are the pigmentary representations of light and darkness, the intermediate gradations being represented by the grays. By the addition of black, white, or gray to a normal color, three series of variations may be produced for any one color. Any one of these color variations is designated by the term tone; a series of tones constitutes a scale of tones.
- 70. Shades, Tints, and Hues.—In referring to colors, the term shade is used to denote a tone obtained by adding black to a color. The term tint is used to denote a tone

obtained by adding white to a color. For example, if the primary blue is darkened, the deeper color is known as a shade of blue; navy blue, for instance, is a shade of blue. If the primary blue is lightened, the lighter color is known as a tint of blue; sky blue is a tint of blue. A hue of a color is not a mere deepening of the color with black, but is a tone produced by adding a little of another color to the original color. Prussian blue, for example, is a hue of blue, being obtained by the addition of green to the blue. Orange-redorange is a hue of orange.

#### METHODS OF ATTAINING HARMONY

- 71. In printing, there are four principal methods of attaining harmonious combinations, as follows:
- 1. By using with one color whatever other color would, if ink and paper mixed as perfectly as light, produce white. This harmony is usually referred to as complementary harmony.
- 2. By using together a shade and a tint of one color. harmony is usually referred to as dominant harmony.
- 3. By using together distant but related tones, such as a tint and a hue of the same color. This harmony is usually known as analogous harmony.
  - 4. By using black with colors,
- 72. Complementary Harmony.—Following the complementary-harmony method, if green, which is a combination of yellow and blue, is to be used as one color, a harmonious accompanying color would be red. If blue is to be used, a color made up of red and vellow (orange), will be a good selection for the accompanying color. While these combinations of green and red, and orange and blue, contrast, they are at the same time examples of good harmony. If a russet cover is used, a good color for the ink, provided only one color were to be used, would be green; for russet, being made up of orange and violet, has a preponderance of red (2 parts of red to 1 each of vellow and blue), and a color combining vellow and blue (green) would supply the deficiency.

It will be seen, therefore, that if one of the colors has more of yellow and blue than of red, the color used with it should contain more red.

73. Complementary Color Chart.—Those who wish to have at hand a chart that will show complementary harmonies at a glance can easily construct one by pasting small

| Shades | GREEN                | Tints | Tints | RED                | Shades |
|--------|----------------------|-------|-------|--------------------|--------|
| Shades | Green-Yellow-Green   | Tints | Tints | Red-Red-Violet     | Shades |
| Shades | Yellow-Green         | Tints | Tints | Red-Violet         | Shades |
| Shades | Yellow-Yellow-Green  | Tints | Tints | Violet-Red-Violet  | Shades |
|        |                      |       |       |                    |        |
| Shades | YELLOW               | Tints | Tints | VIOLET             | Shades |
| Shades | Yellow-Yellow-Orange | Tints | Tints | Violet-Blue-Violet | Shades |
| Shades | Yellow-Orange        | Tints | Tints | Blue-Violet        | Shades |
| Shades | Orange-Yellow-Orange | Tints | Tints | Blue-Blue-Violet   | Shades |
|        |                      |       |       |                    |        |
| Shades | ORANGE               | Tints | Tints | BLUE               | Shades |
| Shades | Orange-Red-Orange    | Tints | Tints | Blue-Blue-Green    | Shades |
| Shades | Red-Orange           | Tints | Tints | Blue-Green         | Shades |
| Shades | Red-Red-Orange       | Tints | Tints | Green-Blue-Green   | Shades |
|        |                      |       |       |                    |        |
| RED    |                      |       |       | GREEN              |        |

#### Fig. 32

pieces of colored paper in the relative positions occupied by the words in Fig. 32. A pad of colored papers may be obtained from any large stationer or from the Technical Supply Company, Scranton, Pa., for 10 cents that will show the colors of the spectrum in twenty-four gradations, together with two tints and two shades of each color. These pieces of paper should be trimmed and pasted on a larger diagram arranged like Fig. 32. The name of the color will be found on the back of each of the pieces of paper. The lighter tint should be pasted nearest the center and the heavier shade next to the outer margin, so that there will be a scale of tones from light to dark on each line. When the diagram is complete, the complementary colors will be directly opposite each other—blue opposite orange, green opposite red, and so on. A glance at a chart of this kind will show the complementary harmonies.

All colorists do not accept every combination of complementary colors as an entirely satisfactory harmony; some of the best artists avoid several of these combinations. This may be due to the difficulty of finding truly complementary colors by means of pigments. It is sometimes advisable, therefore, to add one or more of the neutrals or touches of colors not mentioned in the combinations shown.

Black, white, gray, gold, and silver may be used with all complementaries, but gold and silver must be used sparingly, as they are likely to make designs look gaudy.

74. Proportion of the Bright Colors.—Nature affords the best study in color composition. When the beginner becomes sufficiently experienced to define hues, tints, and shades, and has trained his eye to observation and his memory to retain the normal colors with their variations, he may learn much more from nature's combinations, be it in cloud effects, in autumn tints of foliage, in flowers or insects, etc.

It is noteworthy that nature uses only comparatively small quantities of the intense or bright colors. Her greens, grays, and browns are enlivened by but small touches of blue, red, orange, or other bright colors. It is always best, so far as possible, to preserve nature's proportions when following her suggestions.

Some of the color combinations most frequently met with are: The white and yellow of the daisy; the brown and yellow of the sunflower; the yellow and purple of the pansy; the light salmon, yellowish green, cream, and moss green of the tea rose, which affords an ideal suggestion for a display of delicate tints; the beauty rose with its hues from violet to red, together with the tones of green in the leaves. The

nasturtium, with its tones of yellow and orange and the tender green foliage, is a fine example of combining warm colors. A bunch of grapes, shaded from green to blue and violet will also be full of suggestions. Then there are the browns. pinks, greens, rose pinks, red, and grays of the autumn leaves as a source of inspiration.

75. It is far better in cover designing to have one line or a rule border in the bright color than to have a scattered effect created by spotting the page with the strong color. Good color combinations are made by printing the rules and ornaments (if any) in a tint and using a darker color for the type. Another color combination would be to place the body matter and rules of a type page in the dark color and the main display line in the bright color.

An important point to remember is that the complementary colors intensify each other; that is, red is stronger when used in combination with green than it is when used with a tint of red.

The tendency of today is to avoid strong contrasts and give preference to the subdued harmonies produced by combinations of secondary and tertiary colors, tints, shades, and hues. These appeal more strongly to the educated eye. The strong contrasts are typical of primitive color combinations. They are used extensively by the Indians and are commonly selected by the uneducated. For a Fourth-of-July advertisement, such a strong contrast as red, white, and blue could be appropriately used because of the patriotic association, but blue and red is too violent a combination for ordinary use.

Colors that contrast harshly may be blended into harmony by placing intermediate hues, tones, or the neutrals between them. Thus, black, white, or gray between strong, bright colors neutralizes them and prevents conflict. All colors harmonize with white, but such a color as light gray would give little or no contrast.

Balancing of Bright Colors.—The portions of a design printed in a bright color must be carefully balanced in order to produce the best effect. Suppose, for example,

in the cover design shown in Fig. 24, the rule under the word "motors" were printed in black and the letter "m" in this word were printed in red. The design would then not have a good color balance. The present arrangement, with the entire word "motors" in black and the rule in red, is much better.

- 77. If the units in red ink are scattered throughout a page of printed matter, the eye is led from one to another. skipping what goes between, and thus losing the effect that the printed matter would otherwise make. The example in Fig. 23 shows the title page of a small folder printed in olive and red, only one word, however, being in red. Note the pleasing effect of using very little of the bright color. As in this case, a single line in the bright color is often sufficient, provided the remainder of the design is in a dark color that harmonizes with the stock.
- 78. Dominant Harmony.—Though the combinations secured by the complementary-harmony method are usually good, the more pleasing combinations and the more popular ones of today are those obtained by the use of a tint of a color with a shade of the same color. Following this method, if the cover stock were a tint of orange, a shade of orange ink would give a pleasing result. If the cover stock were a tint of blue, a navy-blue ink or a normal blue ink would give a good effect. There need not be a great difference between the tone of the tint and the shade.

The dominant-harmony method may be carried still farther by the use of three tones of the same color, medium blue and dark blue, for example, on a tinted-blue stock, or a panel of a blue tint with type in a shade of blue on a medium blue stock.

Dominant harmony is sometimes called the harmony of scale, because tints and shades of only one scale are used.

Combining the Complementary- and the Dominant-Harmony Methods .- The complementary-harmony and the dominant-harmony methods may be combined to advantage. Suppose, for example, that orange is to be one

of the colors. A shade of blue and a tint of blue could be used well with the orange; or, orange and a shade of blue could be used with good effect on a stock of a blue tint.

80. Analogous Harmony.—The harmony that is produced by the association of colors that have the same basis is known as analogous harmony. It approaches dominant harmony closely, the difference being that the tones of the colors used are not so closely related as a tint and a shade of a color. Thus, in dominant harmony, a paper with a blue tint would require ink of a normal blue or a shade of blue, but in analogous harmony there would be a slight tinge of another color in the blue ink, making it a hue of blue rather than the normal blue or a shade of it. Or if the ink were normal blue or a shade of blue, analogous harmony would require that the paper be not of a pure blue tint, but partake somewhat of another color.

Analogous harmony may be produced by using two or more hues of the same color. However, care should be exercised in using together different hues of the same color, for frequently the effect is decidedly inharmonious. A yellow green and a blue green, for example, would clash. Sometimes when different hues do not harmonize perfectly, the use of a neutral color like gray will improve the effect.

The analogous-harmony method is full of possibilities. Many of the finest examples of modern printing are produced by this method.

81. Use of Black With Colors.—Black may be used harmoniously with practically all the colors, but there would not be sufficient contrast between it and blue, green, or violet in the normal tones. In using these three colors with black, a tint should be used rather than the normal color or a shade of it. In this way, enough brightness can be introduced to produce a contrast. The warm colors may, of course, be used with black in their full tones.

Gold is an attractive color to use with black, and, in fact, unless overused, it gives a rich effect with all colors except those closely akin to it, such as yellow.

The term contrasted harmony is sometimes used to designate the agreeable combination of any contrasting color or tone with black, white, grav, gold, or silver,

#### MISCELLANEOUS COLOR PRINCIPLES

Use primary colors on small surfaces and in small quantities, balancing and supporting them by secondary and tertiary colors on large surfaces.

Use primary colors on the upper portions of designs, the secondary and tertiary on the lower.

When a primary tinged with another primary is contrasted with a secondary, the secondary should have a hue of the third primary.

Working on the complementary-harmony plan, if an orange has a yellow tinge, the blue should incline a little toward violet, to preserve the harmony.

When a light color and a dark color are placed close together, the light color will appear lighter and the dark color darker. Each becomes tinged with the complementary color of the other.

Colors on white grounds appear darker; on black grounds, lighter.

Ornaments and letters in gold on light or medium-light grounds, are improved by outlining.

Outlining in a harmonious tone often improves ornaments and letters printed in colors.

Red, though a vivid, warm color, is not so strong in display effect as black. Therefore, in using red headings for a page printed in black, the type chosen for the heading should be somewhat holder than that which would be used for black.

When colors do not look well together, the effect will be improved by separating with white.

Silver has a cool effect when used with colors.

Primary colors gain in brilliancy by the proximity of gray. The combination of a color with a shade of its complementary is often more pleasing than when both colors are used in full intensity.

A study of the example shown in Fig. 33 will show what beautiful effects can be produced by the harmonious association of various colors. The covers shown here are representative of the work of the best American printers. This reproduction is also an example of what may be done in the way of color reproduction by the four-color process. Only four plates were used in printing this illustration. In Fig. 34 is shown a full-sized example of a harmonious design for a booklet or folder printed on a fine paper of antique finish. The center panel is crushed or "ironed" down in order that the darker color might print solid. Had this not been done, the rough surface of the paper would have resulted in the circle being spotted with white. The center panel of this design has a faint tint on it.

83. Two-Color Covers.—It is rarely, if ever, necessary to use more than two colors, or tones, of ink in order to produce an artistic cover design. The tone or color of the cover stock will add another element to the combination, thus producing a design in three colors or tones with the use of only two inks. The dominant-harmony method, a combination of the complementary-harmony and the dominant-harmony method, a combination of the dominant-harmony and the analogous-harmony method, or the combination of black with a color may be used. The following are some suggestive combinations:

Black and light green.
Black and light blue.
Black and orange.
Black and red.
Blue and brown.
Blue and orange.
Blue tint and deep blue.
Buff and chocolate brown.

Dark green and bright brown.
Green-black and buff.
Green-black and orange.
Green-black and red.
Green tint and dark green.
Light gray and dark gray.
Olive and bright red.
Olive tint and dark olive.

Olive and brown.

84. Effect of Cover Stocks on Colors.—An important point to keep in mind is that colored cover stocks will change the effect of ink as it appears on white. For instance, an

ink that is chocolate brown on white will be almost black on some cover stocks and a lighter brown on others. In printing, when the pressman knows the exact tone desired, he will modify the ink so as to make it produce what is wanted.

- 85. Variations in Colors Among Different Manufacturers.—Many different tints, shades, and lines of red are known commercially simply as red; this fact applies also to other colors. Consequently, it is exceedingly important to see that the proper color is used. It is generally conceded, for example, that bluish red does not give nearly so good an effect with black as does flaming scarlet or orange red. A slight variation from the proper color may make a marked difference in the finished product.
- Effect of Subject on Color Design.—The subject 86. matter of a booklet or a catalog has a bearing on the colors to be used in printing the cover. In getting up a catalog for undertakers' supplies, it would be absurd to use bright colors like red, warm brown, bright green, etc.; black or gray, however, would be particularly appropriate. In designing a jewelry catalog, an arts-and-crafts booklet, or a brochure descriptive of fine laces, millinery, etc., the color design should be refined-not glaring; such colors as brown and olive, blue and gray, green tint and green-black, buff and chocolate brown, etc. should be used. A cover used for a catalog of mercantile-decoration and show-card-writing supplies is shown in Fig. 21. This circular is to appeal to esthetic temperaments, and the cover was designed and colors chosen with this idea in view. The same fine harmony of stock and colors shown on this cover can be obtained in many other combinations. Note the pleasing finish given by the turquoise-blue tint. The main lines in this cover are set in the Foster and Webb series of type. The Foster type is a solid block letter, while the Webb is an outline letter that fits exactly over the edges of the Foster. These two styles of type are made so that, in using the Webb, an outline color can be printed over the solid impression of the Foster series,

giving a two-color, or two-tone, effect. Distinctive effects may be procured by using this and other similar series of solid and outline type in combination. Usually, the solid type is printed in a tint and the outline in a strong color.

- 87. Printing and Embossing on Dark Cover Stocks. On very dark cover stocks, attractive results can be obtained by printing a single line or a couple of lines in a bright color, such as white, aluminum, silver, gold, light red, or pea green on black; very bright buff on dark brown; white, light aluminum, or turquoise blue on very dark blue; etc. This effect may be heightened by embossing the lines. No ornamentation or rule work is needed for a cover of this class, the harmonious contrast of stock, color, and embossing being sufficient in themselves.
- Use of Tints on Dark Cover Stocks .- On very dark covers, light tints are often printed in masses and the title printed on the tint. For example, suppose it is desired to use a very dark-blue cover and to print the title on the cover. As it would be practically impossible to print any color of ink, except a very bright one, on dark-blue stock so that it could be easily read, the best plan would be to print a white or very pale-blue tint over part of the cover, and then print the title over this tint. If the work is done well, the result will be very artistic. Either one or two colors of ink may be used in printing on the tinted panel, according to the amount of money that can be spent for the work. (See Fig. 26.) If the cover is only medium dark, fairly good effects can be produced by using bold type that will carry the body and color of inks satisfactorily, and printing direct on the cover.
- 89. "Tipping On" Dark Stocks.—Striking effects can be secured by printing all or part of the title on a slip of white or very light tinted stock, such as onyx, enameled book, etc., and then pasting this on a dark cover stock. This method is known as tipping on and may be applied to booklets, prospectuses, brochures, etc. When a half-tone illustration must be used in a booklet that is to be printed

on antique, linen, or crash-finish stock, or on any dark stock where it would not show to advantage, it is well to print the half-tone on enameled book stock and tip this piece on the regular stock of the booklet. The example shown in Fig. 24 is a linen-finish cover stock, with the title printed in red and black on gray onyx stock tipped on.

90. Objection to Colors on Second and Third Covers.—If the second, third, or fourth pages of a cover are to be printed, care should be taken to see that the color combination on the first cover is suitable for any design that may be planned for the fourth cover. Two or more colors are not commonly used on the second or third pages of covers, for the reason that colors on the second cover will detract from the effect of the title page, especially if the title page is printed opposite the second cover page; and if colors are not used on the second cover, it would not be consistent with the best printing practice to use them on the third cover.

In the printing world the front cover is known as the first cover: the inside of the front cover, as the second cover: the inside of the back cover, as the third cover: and the outside of the back cover, as the fourth cover. By thus referring to cover pages by number there is no such possibility of misunderstanding as there would be in using such expressions as "the inside of the cover," which might mean either the second cover or the third cover.

#### INSIDE PAGES OF CATALOGS, BOOKLETS, AND FOLDERS

91. While the cover of a catalog, a booklet, or a folder is of prime importance in attracting the attention of a possible customer, it is not advisable to make the cover the only feature of attraction. Some booklets are sent out with beautiful covers, but have poorly arranged and printed interior pages. This neutralizes the good impression created by the outside the moment the covers are opened and the inside pages are brought into view. While the cover should

attract attention, the inside pages should be designed so as to present the argument and information in the most attractive and forceful manner, in order that it can be grasped with the least possible effort. As with the cover, three factors combine to produce this result, namely, (1) the paper; (2) the typography; and (3) the color harmony.

#### BOOK AND SPECIAL PAPERS

92. Sizes and Weights.—Book and special papers are made in a great variety of sizes and weights, the sizes varying from 22 in.  $\times$  32 in. to 39 in.  $\times$  54 in. to the sheet, and the weights from 25 to 150 pounds to the ream of 500 sheets. The principal sizes, in inches, of book papers are  $22 \times 28$ ,  $22 \times 32$ ,  $25 \times 38$ ,  $28 \times 42$ ,  $28 \times 44$ ,  $30\frac{1}{2} \times 41$ , and  $32 \times 44$ . All book papers are not made in these sizes, many styles and weights being made only 25 in.  $\times$  38 in., which is the commonly accepted standard size of book paper. Book papers are sold in reams of 500 sheets, and when spoken of as twenty-five, thirty-eight, one hundred (written  $25 \times 38$ —100), the meaning is that 500 sheets of paper 25 in.  $\times$  38 in. in size will weigh 100 pounds. Book papers are made in various qualities, from very low to very high grade, and sell for from  $4\frac{1}{2}$  to 22 cents a pound.

The material used in the manufacture of paper consists very largely of wood fiber, known as *cellulose*, and cotton rags. The cheap grades of paper are made from wood pulp, the medium grades from a combination of wood pulp and rags, and the best grades from pure rag stock.

93. Various Paper Finishes.—Paper suitable for catalogs, booklets, and folders are made in various kinds of finish, principal among which are supercalendered, sized and supercalendered, enameled book, plate, wove antique, laid antique, rough wove and laid antique, linen, hand-made finish, hand-made japan, and repoussé. The only grades suitable for illustrated catalog and booklet work are those with smooth surfaces or surfaces that can be crushed smooth.

94. Supercalendered and Sized and Supercalendered Papers.—Where catalogs and booklets consist of many pages and are sent out in enormous quantities, the cost of mailing is an important item to consider. The inside pages of many of the bulky mail-order catalogs are therefore printed on a very light weight of supercalendered stock, sometimes as light as 25 pounds to the ream. Ordinarily, if the catalogs are not too bulky, 60- and 70-pound stock is used; so that the use of 25-pound stock by the mail-order firms saves at least 50 per cent. in postage—which means a great deal in extensive campaigns.

Sized and supercalendered, or "S. & S. C.," as it is usually called, is a smooth-finished stock made in both white and natural (slightly tinted, without bleaching) finishes. It is particularly suitable for bulky catalog work, where both cheapness and weight are of primary importance. As shown in Engraving and Printing Methods, Part 2, supercalendered and sized and supercalendered papers do not differ greatly in either appearance or smoothness. Engraving and Printing Methods, Part 2, should be referred to in connection with these descriptions of papers.

Supercalendered papers have a high finish and a smooth surface, and, especially when they are sized, are appropriate for line cuts, lithograph work, half-tones not exceeding 133 screen, and type printing. Vignetted half-tones, so largely used in high-grade catalogs and booklets, will give fair results on supercalendered paper when made especially for use on this paper, but better effects will be secured by printing on enameled book. The supercalendered finish is produced in manufacturing by running the roll of paper through a series of polished steel and pressed-paper or cotton cylinders, known as calenders, the roll of paper passing through at a high rate of speed under heavy pressure. The term sized is derived from the mixing of a composition of glue and other ingredients with the pulp to fill up the pores of the paper before running through the calendering rolls. Supercalendered paper is tough and strong-qualities that are invaluable where the printed matter is to receive constant handling.

# INTERNATIONAL LIBRARY OF TECHNOLOGY



06 § 19 Fig. 27

# PARENATIONAL HUPAPY - OF LECHIOLOGAY



# Our New Patterns In Birch Furniture

MICHIGAN FURNITURE COMPANY DETROIT, MICHIGAN, U.S.A.



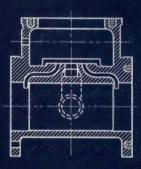
# Transformer for Thawing Out Pipes



General Electric Company Schenectady, N.Y.



# Courses in Mechanical & Architectural Drawing



## International Correspondence Schools

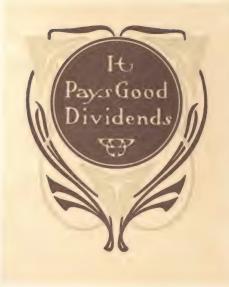
International Textbook Company,
Proprietors

Scranton, Pa., U.S.A.











- 95. Proper Weights of "Super" Paper to Use. Supercalendered papers give excellent results, both from an illustrative and a typographic standpoint. They "bulk" closely, that is, the pages set close, allowing a large number of pages to come within a very thin book, especially if the light weights are used. Where a catalog consists of only 16, 24, or 32 pages, it is advisable to use 70- or 80-pound stock, so as to give stability and bulking qualities (thickness) that will impress the customer. Where the pages are few in number, extremely thin paper might give an impression of cheapness. For small booklets and folders, a 60-, a 70-, or an 80-pound stock is best adapted to meet general requirements.
- 96. Enameled Book Paper.—Where it is necessary to use high-grade half-tones, so as to bring out the details of subjects with great accuracy, enameled book stock should be used in order that a fine-screen half-tone, showing the minute details, can be printed. Vignetted half-tones print particularly well on this class of stock. The higher the grade of the stock, the better will be the result. Enameled book paper will afford excellent results in all kinds of printing, as its polished surface gives the ink a gloss unobtainable with the cheaper grades of stock. This kind of paper has one great defect. Unless it is particularly well bound, it will not stand much handling; that is, it will crack and tear away from the binding very easily. If enameled book paper is used for a folder, particular care should be taken to get a tough grade suitable for folding, otherwise, after the folder has been opened and closed a few times, the stock will crack and break.

Enameled book paper is made by adding a coating composed of clay mixed with casein (a product of skimmed milk or of glue) to the paper after it has been calendered, and before it is run through the polishing rolls. This coating fills up the pores of the paper and makes a hard, smooth surface that will meet the most exacting requirements of both type and illustrations. Enameled book paper is practically the same

as enameled cover paper, except that it is lighter in weight. It is made in white, flesh color, robin-egg blue, buff, light buff, rose, tea, goldenrod, primrose, and light green.

- Use of Various Tints and Colors of Paper. Where half-tone cuts are to be used, it is advisable to use white enameled book stock in order to secure proper contrast. Half-tone illustrations may be printed on any very light tint of polished paper, but white paper produces the greatest contrast and shows the fine details of the soft tones to the best advantage. In small folders, very artistic results can be obtained on India tint, light blue, light green, and other tints of enameled book stock by printing the type in a darker tone of the same color. For small booklets, where the cover is a very dark color, such as blue, green, brown, etc., the inside pages may be a lighter tint of the same color. For example, if a cover is to be printed on a very dark-green stock, an enameled book paper, with a faint tinge of green, printed in a darker shade of green, may be appropriately used for the inside pages.
- 98. Antique Paper.—Many persons prefer paper without a gloss, as it is much easier on the eyes, especially when artificial light is used. Antique stock has this qualification, and it is extensively used for booklets and folders in which no half-tone illustrations are to be printed. The porous surface of all antique papers prevents the use of half-tone illustrations, unless of course, this surface can be crushed smooth. When a booklet is to be printed on antique paper, and it is necessary to use a half-tone illustration, the half-tone is usually printed on enameled book paper, which is then cut to the same size as the other pages and bound in as an "inset"; that is, an inserted page. The effect is very artistic when well done and the cost is not great.

Antique paper is practically an unfinished paper; in other words, it is a paper that is not polished by the calendering rolls on the paper-making machine. In the very low grades of antique paper, the pores of the paper are very easily distinguished, as they resemble small pin marks.

- 99. Laid Antique Paper.—The stock known as laid antique has a rough surface, that is made by a series of very close, fine lines. On holding laid paper to the light, slight parallel wire marks from \(^2\) inch to 1\(^1\) inches apart will be noticed. Laid antique paper is particularly appropriate for printing semibold faces of type, such as Old-Style Antique, Cheltenham, Avil, etc.
- 100. Wove Antique Paper.—The paper called wove antique has a surface closely resembling the shell of a newly laid egg. This paper gives fine results in high-grade booklet and folder work. On wove antique, Old-Style Roman type and similar type are particularly appropriate for the body matter, and line cuts are particularly good for illustrations.
- . 101. Rough Antique Paper.—Another antique paper having the same quality and body as wove and laid antique papers, except that the finish is rougher to the touch, is called rough antique. It is a very fine paper for brochures and high-grade booklets and folders.
- 102. Plate-Finish Paper.—The paper known as plate finish is a high-grade, high-priced, smooth-surfaced paper, and is suitable for all kinds of illustrations, including half-tones of not more than 133-line screen. The absence of a high polish on this paper is advantageous, as it causes the paper to be less trying on the eyes. As the finish is part of the body of the stock, this paper is tougher and stronger than enameled book.
- 103. Linen Finish.—Book papers with a linen finish are much finer in texture on the surface than are the linen-finish cover papers. Book papers of this kind will therefore take the smaller sizes of type more easily and can be used satisfactorily for line engravings, provided there is not too much solid ccior on the plates. Half-tones will not print properly on linen-finish paper. As a rule, linen-finish book papers are lighter in weight than the linen-finish cover stocks, and are of a soft, pliable texture. This kind of book paper comes in

white, light buff, and various tints, the principal size being 25 in.  $\times$  38 in. to the sheet.

- Crash-Finish Paper,-Book stock with a crash finish resembles very closely the crash-finish cover stock, but it is lighter in weight and somewhat smoother on the surface, so that body type can be used successfully. This paper comes in white and light buff only, and is of the same size as linen-finish book paper. It is not suitable for halftone printing.
- 105. Hand-Made Finish.—The hand-made-finish book papers can be had only in the higher-priced qualities. The surface of this stock greatly resembles the hand-madefinish cover paper, but it is made lighter in weight and slightly finer in texture, so that body type may be used in printing on it. Hand-made-finish papers are suitable for fine line cuts, but half-tones will not print satisfactorily on them unless the paper is treated specially.
- 106. Hand-Made Paper.—The genuine hand-made paper, as its name implies, is made by hand instead of machine. It is very costly, as each sheet is made separately and only the finest raw materials are used. Hand-made paper has an antique finish, and is particularly attractive to the touch and eye.
- 107. Japan-Finish Paper. The paper with Japan finish is made in only one or two styles, principal among which is the Strathmore Japan, a very high-grade paper made in both plate and very fine antique. These papers resemble parchment, are made of the very best grade of rag stock, in white and buff, and are extremely durable. Very artistic results can be produced with this stock.
- 108. Vellum-Finish Paper.—The stock known as vellum finish is made by the Japanese from the wood of the Japanese paper mulberry tree. This paper has a remarkably fine texture, is buff in color, and is very durable. On holding vellum-finish paper to the light, it shows a mottled surface that is very distinctive. Vellum paper is

used for the highest grade of letter-press work, line engravings, and photogravures, but it is not suitable for half-tone engravings. It is a very high-priced stock and is used principally for insets of fine illustrations in books printed on antique paper.

- 109. Onyx Paper.—The book stock known as onyx is the same as the onyx cover stock. It is useful for a great variety of small work, such as folders and small booklets consisting of not more than 8 or 16 pages, enclosures, announcements, insets for periodicals, and various kinds of high-grade miscellaneous printing. It is made in crash, vellum, and plate finish, and is very distinctive.
- 110. Deckle-Edged Papers.—A number of high-grade antique-, linen-, crash-, and plate-finished stocks have what is known as a deckle, or "ragged," edge. This edge is made in imitation of the old, genuine hand-made paper, which has a deckle on all four sides. The deckle consists of an irregular, soft, feathery edge, in place of the straight, sharp edge usually found on ordinary paper. The modern machine-made paper has a deckle on only two sides, usually running the long way of the sheet. For folders, high-grade booklets, and other fine work, the deckle gives an artistic finish that is very desirable. Deckle edges are not found on supercalendered and enameled book stocks, and only a limited number of crash- and antique-finished stocks have the deckle.

The ad-writer should not call for "close-register" color work—that is, color work printed with great exactitude—on deckle-edged stock, as it is extremely difficult in printing to feed the deckle-edged sheets accurately. There is less difficulty when only one color is used, but the printer will always charge more for handling deckle-edged stock.

#### TYPOGRAPHY OF INSIDE PAGES

111. Importance of Good Display.—Attractiveness is as essential to the inside pages of a catalog as it is to the cover, and legibility is even more essential. Attractiveness

is secured by means of proper margins, well-balanced display, neat type faces, high-grade illustrations, and color harmony, while *legibility* is secured by using type that is easy to read, and by arranging the matter so that its meaning can be grasped with the least expenditure of time and effort.

- 112. Title Pages.—The title page, if the plan of the catalog or booklet calls for one, should be made very neat and attractive. This effect is secured by simplicity and dignity of design and color harmony. Plenty of white space should be carefully distributed throughout this page, which should be more open than the text pages. The title of the work should always be the strongest line. If additional copy is used, it should be set in a much smaller size of the same or a harmonious face of type and arranged as simply as possible. For example, if the text is to be set in Caslon Old Style, a very artistic effect for the title page can be produced by using Engraver's Old English or Cloister Black Text type for the main line and setting the balance of the page in Caslon Old Style, as shown in Fig. 35.
- 113. The designer should be consistent in the use of capitals and capitals and lower case. If capitals are desired for the title, the use of all capitals for the whole title page is recommended, unless there is a verse of poetry or a short extract from some other work to be used. In this case, the poetry and extract should be in upper and lower case. It is not regarded as good taste to alternate lines in capital letters with lines in capital and lower-case letters, although, in exceptional instances, one or two lines of capitals could be used. Large type and bold-faced type should not be used unless it is artistically printed in colors, and then only in catalogs dealing with heavy, bulky articles.
- 114. Divisions of a Title Page.—Ordinarily, a title page has three divisions: the name, the subheading, and the imprint, or address. The entire page should be designed to conform to the main line—the title—and all other words or lines should be made subservient in size and strength.

Catalog of

## Camera Films

Giving Dimensions and Descriptions of the various Films made by us for Amateur Photographers



Catalog of

## Camera Films

Giving Dimensions and Descriptions of the various Films made by us for Amateur Photographers



The Ashman Company Roycroft, N. Y.

The Ashman Company Roycroft, N. Y.



A title with the main-display line set full measure at the top of the page seldom looks well. This weakness may be avoided by "sinking," or dropping, the top line a few picas lower than the top of the page. The main line of a title page should in all cases be above the center of the page.

- 115. Subheading and Additional Matter.—Title pages are sometimes extremely simple, consisting of only the main title and the imprint. Often, however, there are several secondary features to be placed carefully. Figs. 35, 36, 37, and 38 show several methods of handling secondary matter. Note that in Fig. 37 the matter is set entirely in capitals, while upper and lower-case letters are used in Fig. 38.
- 116. Imprint and Address.—In bound books, the title-page imprint usually includes the date, the name of the publisher, and the name of the city in which the publisher is located. On catalogs, booklets, and folders, however, the date is usually omitted in the imprint, the copy consisting of the advertiser's name and address only. Figs. 37 and 38 show methods of handling a date on catalog and booklet title pages. Imprints and address lines should always be set in the series of type used on the remainder of the page.
- 117. Borders.—Heavy borders are not appropriate for title pages. In fact, many title pages are printed without borders. Where a border is used, it should be a plain, light, single or double rule. For small booklets, a single 1-point rule is sufficient. A heavier rule than 2 points should never be used for even the larger pages, and even this size should be used carefully. Unless printed in a tint, a 2-point rule ordinarily looks too heavy on a title page. Figs. 35 and 36 show the same copy set with and without a border.
- 118. Drawn Title Pages.—Where drawn borders are used throughout the catalog, the title page is often handlettered. There is a freedom about high-grade hand lettering that cannot be equaled with type. In addition to the lettering, line work emblematic of the subject of the catalog

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or booklet may be effectively used. Fig. 39 shows an emblematic border, embodying outline drawings of revolvers and cartridges, and also a neat monogram. The border is printed in a light-brown tint, with the lettering in black.

ILLUSTRATED TRADE CATALOG OF

### SILVERWARE JEWELRY

### AND FINE METAL GOODS

INCLUDING A SPECIAL SELECTION OF

BRONZES AND LIBRARY NOVELTIES IN INK STANDS AND DESK SETS

> FOR THE SEASON OF 1905-1906

### BROWN & JENKINS

480 PENNSYLVANIA AVENUE WASHINGTON, D. C.

### FIG. 37

In Fig. 40 is shown an emblematic ornament in line work used in conjunction with a type page,

119. Color Divisions.—If the title page is to be printed in two colors, either one of two plans may be fol-

### The REVOLVER

FOR THE POCKET, FOR THE MILITARY AND FOR TARGET PRACTICE



SMITH & WESSON SPRINGFIELD, MASS. U.S.A.

Fig. 39

6 \$ 19



lowed: printing the subject line only in the bright color, as in Fig. 36, or printing the rule border in the bright color. The rule on a title page should always be printed in the same color as the rules on the body pages. This will not

Illustrated Trade Catalog of

### Silverware, Jewelry

### and Fine Metal Goods

Including a Special Selection of Bronzes and Library Novelties in Ink Stands and Desk Sets

For the Season of 1905-1906

### Brown & Jenkins

480 Pennsylvania Ave. Washington, D. C.

Fig. 38

only assist the printer in his work but will add to the harmony of the job. Figs. 37 and 38 show a title page printed in one color, and they illustrate the neat, simple effects that may be produced with black ink and artistic type-

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120. Index and Table of Contents.-If the catalog consists of many pages, or treats of a great variety of things. it is usually provided with an index or a table of contents. The difference between an index and a table of contents is that in the index the various items of the catalog are listed

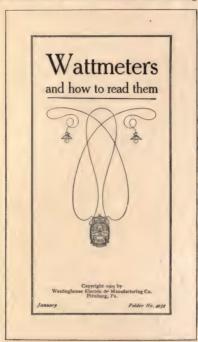


Fig. 40

in alphabetical order, with page numbers opposite, while in the table of contents, the items are listed in the order in which they come in the catalog. Fig. 41 shows an index arrangement, while Fig. 42 shows a table of contents. An index always gives the page numbers; a table of contents

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may or may not do so. Where there are a great many short items to be indexed, the index is usually arranged in two or more columns, as shown in Fig. 43, the number of columns depending on the size of page and the length of the lines. Such an index is ordinarily made the last part of the book. The advertiser will find it to his interest to make it as convenient as possible for customers to find what they are looking for.

- 121. Body Pages.—The body type used for catalogs, booklets, and folders should be of a clean-cut, legible style and not too small. Undoubtedly the best all-around letters are Old-Style Roman and Modern Roman. These types are found in practically every printing office. Old-Style Roman is preferable as a body letter, but some Modern Roman faces are very readable and are generally attractive. Other types that are appropriate for this work are Caslon Old Style, French Old Style, Cheltenham Old Style, and Cushing Old Style. For special booklets and folders printed in stone color (gray), olive, or brown, Old-Style Antique, Strathmore Old Style, McClure, Cheltenham Wide, or any medium weight type that is legible and well proportioned can be effectively used.
- 122. Leading.—The body pages of catalogs, booklets, and folders are nearly always more readable and have a better general appearance when the body type is leaded than when it is solid. But if it is necessary to set body type solid on account of the amount of copy, care should be taken that the headings and subheadings are given plenty of white space for background, and that there is a little extra space between paragraphs; otherwise, the page will present an overcrowded and "mussy" appearance, similar to cheap patent-medicine dodgers, and will not appeal to discriminating persons.
- Sizes of Type.—The best all-around type sizes for body matter are 8- and 10-point, and these sizes are used in most catalogs, booklets, and folders. If possible, 10-point should be used for medium- and large-size catalogs, as it is

easier to read than is 8-point. Very small type should be avoided for all catalogs except those in which a great many different articles have to be described in small space. Mailorder advertisers are occasionally compelled to use very small type—sometimes even as small as 5- or 5½-point—in order to keep down the weight of their catalogs. For the larger sizes of catalogs and booklets, 12-point type is often used, as it is very easy to read on account of its size; 10-point is a good size to use for a 9" × 12" catalog. Smallfaced types like Cheltenham and Avil can be used in larger sizes than ordinary Old Style, as a 10-point Cheltenham lower-case letter has approximately the same size of face as an 8-point Old-Style Roman lower-case letter (although the capitals are full size), and averages nearly the same number of words to the line. The writer should not call for 12-point body type on the smaller sizes of catalogs, booklets, or folders without first consulting a reliable printer, as 12-point type is too large and bulky for small work, except under special conditions.

It is well to be consistent in the use of body type. If a catalog is started with the main text in 10-point leaded, the style should not be changed to 10-point solid or to 8-point leaded. Of course, the style can be consistently varied when extracts, testimonials, or minor descriptions are to be introduced.

. 124. Margins.—Nothing so depreciates the value of catalogs, booklets, or folders intended to be high-grade work as sparse, or "skimpy," margins. They give an appearance of cheapness and false economy. Note Fig. 44. One method in arranging small pages is to make the margin approximately equal on the top and both sides, allowing a little extra space at the bottom. Should there be only a little copy for each page and the pages are rather small, the copy may be set in a narrow measure in the center of the page, with a broad band of white space around the four sides. On medium and large pages, it is advisable to follow the book publisher's rule, which is to have the narrowest margin at binding, a little

THE bulk of antique managany furniture, here in America, derives its design from one or another of the three great 18th century designen, Chippendale, Hepplewhite, and Sheraton. The characteristic style of the first Oneration. In characteristic style of the first named was based on good old classic lines, and though graceful, was somewhat heavy in appearance; the second went to the other extreme, but the Sheraton attained the happy medium, combining the three desired qualities -strength, lightness, and grace.
While Sheraton designs are well-conceived.

admirably proportioned and extremely graceadmirably proportioned and extremely grace-ful in line, the appearance of delicacy and lightness is cleverly attained without the sacri-fice of security or strength. To the possession of these qualities in so great and unusual a degree is due no doubt the present popularity

of the true Sheraton.

This style is distinguished by the tapering I his style is distinguished by the tapering legs, which may be either square or turned, severe but graceful lines and quiet ornamentation, usually in the form of inlays of narrow lines of satinwood. Sheraton trusted almost entirely for decoration to his marquetry. This was very delicate and of excellent workmanship. While the Sheraton sometimes workmansing. While the Sheraton sometimes carries some carving, the inlay work constitutes the chief beauty, aside, of course, from the artistic value of the graceful lines that disthe artistic value of the graceful lines that dis-tinguish the true conception of the style. Mahogany is the wood principally used in the production of Sheraton pieces.

With a greater refinement of taste than the other old masters, Sheraton drew such of his ideas as were not purely original from the "Louis Seize" - by far the most chaste and refined of all French styles. So admirable and accurate, indeed, was his interpretation of that style that his version of it is commonly called in France "Louis-Seize-Anglaise."

In his best work, Sheraton never permitted the ornament that he employed to take the place of construction, but always made a point of keepconstruction, out always made a point of keep-ing it absolutely subservient to the general form and main constructive lines of his designs. In the enrichment of his productions he was a decorative artist in the strictest sense of the word. Having in the first place devised what he considered to be a graceful form, which satisfied his hypercritical mind in every particular, and might therefore be depended on to satisfy others less exacting. Sheraton set about to enrich it with such inlay or carving as he deemed most suitable for the attainment of the object he had in view. The result was invariobject he had in view. He result was invari-ably successful, exciting the admiration of all possessed of sufficient culture to appreciate such taste and craftsmanhip. The consistency with which this principle was adhered to, keeping artistic fitness continually in view, is especially apparent in his chair-backs; but the same rule was brought into force in the designing and construction of the cabinetwork which has made his name famous. The truest and best conception of the Sheraton style today is

FIG. 44

Pages too full-poor marginal effect. The light rules merely show limits of pages

THE bulk of antique mahogany furniture, here in America, derives its designs from one or another of the three great 18th century designers, Chippendale, Hepple-white, and Sheraton. The characwhite, and Sheraton. The charac-teristic style of the first named was based on good old classic lines, and though graceful, was some-what heavy in appearance; the second went to the other extreme, but the Sheraton attained the happy medium, combining the three desired qualities – strength, lightness, and grace.
While Sheraton designs are well-

conceived, admirably proportioned and extremely graceful in line, the appearance of delicacy and light-ness is cleverly attained without the sacrifice of security or strength. sacrince of security of strength. To the possession of these qualities in so great and unusual a degree is due no doubt the present popular-ity of the true Sheraton.

This style is distinguished by the

tapering legs, which may be either

square or turned, severe but graceful lines and quiet ornamentation, usually in the form of inlays of narrow lines of satinwood. Sheraton trusted almost entirely for decora-tion to his marquetry. This was very delicate and of excellent work-manship. While the Sheraton sometimes carries some carving, the inlay work constitutes the chief beauty, aside, of course, from the artistic value of the graceful lines that distinguish the true conception of the style. Mahogany is the of the style. Mahogany is the wood principally used in the production of Sheraton pieces.

With a greater refinement of taste than the other old masters, Sheraton drew such of his ideas as Oberation drew such of his ideas as were not purely original from the "Louis Seize"—by far the most chaste and refined of all French styles. So admirable and accurate, indeed, was his interpretation of that style that his version of it is commonly called in France "Louis-Seize-Anglaise."

76

THE bulk of antique mahogany furniture, here in any furniture, here in an America, derives its design from one or another of the three great libth century designers, Chippendale, Hepplewhite, and Sheracterinic style of the furnamed has been as the state of the furnamed has been as the state of the furnament of the state of the furnament of the state of

desired qualities—metapus nees, and grace.
While Sheraton designs are well-conceived, admirably proportioned, and extremely grace-right in line, the appearance of delicacy and lightness is eleverly attained without the sacrifice security or strength. To the possession of these qualities in so great and unusual a degree is due no doubt the present popularity no doubt the present popularity.

no doubt me preent popularity of the true Sheraton. This style is distinguished by the tapering legs, which may be either square or turned, severe but graceful lines and quiet ornamentation, usually in the form of inlays of narrow lines of satinwood. Sheraton trusted almost entirely for decoration to his marquetry. This was very delicate and of excellent workmanship. While the Sheraton sometimes carries some carving, the inlay work constitutes the chief beauty, aside, of course, from the artistic value of the graceful lines that distinguish the true conception of the style. Mahogany is the wood principally used in the production of Sheraton pieces.

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Anglaise."

In his best work, Sheraton never permitted the ornament that he employed to take the place of construction, but always made a point of keeping it abso-

### Fig. 46

Poor marginal effect. The light rules merely show limits of pages

THE bulk of antique mahogany furniture, here in America, derives its design from one or another of the three great 10th century designers, Chippendale, Hepplewhite, and Sheraton. The characteristic style of the first named was based on good old classic lines, and though graceful, was somewhat heavy in appearance; the second went to the other extreme, but the Sheraton attained the happy medium, combining the three desired qualities—strength, light-desired qualities—strength, light-

desired qualities—strength, lightness, and grace.
While Sheraton designs are well-conceived, admirably proportioned and extremely grace, that in line, the appearance of delicacy and lightness is cleverly attained without the sacrifice of security or strength. To the possession of these qualities in as

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With a greater refinement of

Fig. 47

more at the top, still more at the outside, and the most at the bottom. For example, on a page 5 in.  $\times$  7 in., a good broad-margin effect would be as follows: Next to binding,  $4\frac{1}{2}$  picas; top,  $5\frac{1}{2}$  picas; outside, 7 picas; and bottom, 9 picas. Figs. 44, 45, 46, and 47 illustrate good and poor marginal effects. Fig. 45 shows how the best effect can be had when the margin is to be made about equal all around the type. Fig. 47 shows how to proportion the margin properly when it is to be arranged according to the book publisher's rule, which is undoubtedly the best practice in preparing catalogs or booklets of high quality. However, the broad-margin style is not always followed.

Body matter has a bearing on the margins. Very small type does not require so much margin as the larger sizes.

Borders.—Catalog, booklet, and folder pages can be printed either with or without borders. Where a border is to be used, heavy rules should be avoided, as they give a funereal appearance to a page. Under ordinary conditions, 1-point rule is sufficiently heavy for all sizes of booklet pages, but when the rule is to be printed in a light tint on large pages with wide margins, 2-point may be used with advantage. A happy medium between a 1- and a 2-point rule is the 1½-point face rule, which many printers have. It is advisable, however, to ascertain whether the printer that is to do the work has this face of rule, for often, where 12-point rule would be very appropriate, the 2-point rule that would be substituted would be entirely too heavy. Fancy-type borders should not be used on title and inside pages, unless they are printed in a very light tint and used with great discrimination. On high-grade booklets and folders, a drawn border symbolical of the subject treated is very attractive and lends to the selling value of the work. Fig. 48 shows a drawn border used on a railroad booklet treating of fishing. The appropriateness of this border is recognized at a glance, and it adds greatly to the artistic value of the page, especially as it is printed in a bright-green tint with the type in black.

### Bass in the Mississippi

tween La Crosse and the foot of Lake Pepin, although there are many good sections between La Crosse The Mississippi River offers good bass fishing. The best part of the river for it is that lying beand Dubuque. The best season is late summer, or after the waters have fallen to a reasonable level.

A good guide is necessary in these waters and one can always be secured at La Crosse, where this form of fishing is well understood. The attraction of this district is its accessibility. Some of the best grounds are below Wabasha and above Winona and Minneiska. Many go to Wabasha, hire a boat and run down as far as La Crosse, taking three or four days in which to make the trip, returning the boat by rail. Those who do not care to camp out may take advantage of the numerous small towns along the river, most of which fortunately have comfortable hotels.

# Within Two Hours of Chicago

Of the lakes of the third group, the Fox Lake waters in northern Illinois are perhaps the best known as good fishing grounds. Black bass and pickerel are to be had here as well as pereh and rock bass. In describing the resorts of this region, one should bear in mind the fact that these waters have been fished for many years and should not be compared to the northern Wisconsin and Minnesota lakes, when



### Advertising and Its Opportunities



DVERTISING in its true sense is informing or reminding people of the qualities of some article or proposal. Whether it is advertising to sell goods or services, or to forward a public cause, the fundamental principles are the same.

The idea of advertising is old—Joseph advertised the coming of the famine upon the land of Egypt—but only in recent years has advertising developed to any considerable extent. Its growth in the last quarter of a century has been marvelous. It has given birth to a new and lucrative profession, one in which there are great opportunities for both men and women.

### Further Development is Certain

Nothing can stay the growth of advertising. Manufacturers and dealers are multiplying in numbers and in the extent of their trade. Competition is keener every year. To maintain sales there must be advertising—constant, intelligent advertising. Even the best known and most permanently established concerns, realizing that they can extend their sales only by advertising, are spending hundreds of thousands of dollars annually.

The presidential campaign of 1904 marked a use of advertising unparalleled in the history of the world. The Republican campaign managers purchased page after page of space in leading magazines to advertise their presidential candidates and their policies. A total of \$25,000 was spent in this way.

### The Extent of the Field

In business of all kinds, among all classes of people, and in all countries, advertising is an indispensable factor of success. "Nothing except the mint can make money without advertising" said the great Gladstone. Macaulay said many years ago, "Advertising is to business what steam is to machinery—the great propelling power."

It is estimated that the great sum of a billion dollars is spent every year in advertising of various kinds in the United States alone. This amount is spent by almost everybody from the farmer and the



Parallel-rule drawn borders, with the space between in halftone or stippled and printed in a light tint, give a two-color border effect that is appropriate for high-grade booklets.

The style and size of the border should be kept uniform on all pages, including the title page. Where illustrations are used, great care should be taken to see that the border does not interfere with their attractiveness and strength. Borders look better around illustrations when they are printed in a light tint, and the illustrations in a dark color.

126. Headings.—Where possible, the main headings of a booklet should be so arranged as to appear at the top of a page (see Fig. 49). This is a much better plan than scattering the main heads throughout the text, as the various subjects treated can be ascertained more easily. If this style cannot be followed, the main heading may be put on the first page of the body matter, allowing a little extra margin at the top, and the secondary heads may come as they happen to strike throughout the body matter in the following pages; as a finishing touch to each page, the title of the work may be put across the top of the page in caps of type a size smaller than the body matter, with a light rule the full measure of the page beneath it. Such a head is known as a running head. The pages of this Section are printed in this style, except that the capitals at the top of the page are not of a size smaller than the body matter capitals and no rule is used under the running head.

Page headings can be run in various styles. If a border is used around the page, the heading sometimes looks well, with no ornamentation of any kind, when it is simply placed in the center of the measure with the proper space above and below, as shown in Fig. 50. A panel heading such as shown in Fig. 51 is another good style. A double 1-point rule above the heading and a single 1-point rule beneath it, is still another variation. An ornamental panel border, such as shown in Fig. 49, is a very tasteful plan when two colors are used and the heading is run in a bright color. In this connection, see also Fig. 9.

Squared headings, or headings running the full width of the type page, with a light single or double rule beneath. are sometimes preferable to the short, center-line headings.

- Uniformity in Headings.—The size of type used in all main headings should be uniform, as should also the style of type in regard to the use of all caps or caps and lower case. If there is a variation in the style of setting of two heads of equal importance, the reader may be confused. Sometimes in very artistic catalogs, a specially drawn or specially arranged head will be used for each main division. In this case, however, consistency as to strength of display should be observed, as well as harmony between the various styles. The adoption of upper and lower case is advisable when the headings are rather long, for with this style more words can be set in a line. The style of type in the heading should be made to conform to the shape of the page: that is, if the page is deep and narrow, a medium condensed letter, such as Schoeffer, Cheltenham Bold Condensed, etc., should be used for the heading and subheadings; if the page is set the wide way, medium and extended types are preferable. It is well to use type that is easy to read -plain, clean-cut, and attractive faces.
- 128. Subheads and Side Heads.-Where different divisions of the subject occur, and when it is desired to call special attention to such divisions, subheads and side heads may be used to advantage. Subheads add greatly to the readability of some booklets, as the reader can tell at a glance where the particular feature he is interested in may be found. They also tend to exert a strong selling power, as they call attention to special points that are not otherwise strengthened. There are various styles of subheads and side heads, principal among which are the centered subhead, the run-in side head, the flush side head, the cut-in side head, and the side head in margin.
- 129. Centered subheadings are formed by placing the heading in the center of the measure and allowing a little more space above than below; in other words, having the

# RETOUCHED PHOTOGRAPHS

<sup>4</sup> By far the greater part of machine illustration is done by means of the retouched photograph. The average photograph, taken under the adverse conditions prevailing in shops, lacks the harmonious distribution of light necessary

for a pleasing result.

"Imished" parts are all accentuated in a photograph. The artist's province is to eliminate all defects, supply the proper light and shade, and add suitable effective backgrounds to give relief and suggest distance.

• We have a department of specialists in this line who not only retouch photographs with mechanical accuracy and artistic effect, but can also alter a photograph to show changes made after it was taken, or to add attachments not shown. This can be done from blueprints, other photographs, or sketches.

### CUTS IN TWO COLORS

The adapting of the cost of cuts to the class of merchandise requires intelligent discrimination on the part of the buyer. Judicious economy, however, never leads to a sacrifice of quality.

### Value of the Tint Block

Where the excellence of the illustrations is the first consideration, no one factor contributes more to the desired result than the use of an additional tint block, which gives a degree of finish and a richness of coloring obtainable in no other way. A tint block, in addition to enhancing the beauty of the illustration, can be used to attract attention to special features, or to indicate in a view of a complete illustration those parts which are supplied by the advertiser.

subhead nearer to the body type under it, to show that it pertains to that matter and is not a part of the preceding text matter, as shown in Fig. 52 (a).

- 130. Run-in side headings are formed by displaying the subhead in a heavier face of type than the body matter and running it in the first line of the paragraph, either by indenting it in the usual manner of paragraphing, or by running it flush to the left and indenting the second and following lines one or more picas, hanging-indention style, according to size of page and type. Fig. 52 (b) shows the regular paragraph style of run-in side heading.
- 131. Flush Side Headings.—Where a subheading is set in a line by itself, and flush to the left, or where it is to run in the first line of body matter, flush to the left, with the body matter following in hanging-indention style, as in Fig. 52 (c), it is called a flush side heading.
- 132. Cut-in side headings can be used either at the beginning or half way down the left side of a paragraph of body matter. Such a heading is formed by indenting three or four lines of the body matter and thus allowing white space at the left side in which the subheading may be placed in a bolder face of type than the body, as in Fig. 52 (d). The heading here is set in caps; upper and lower case, however, is the usual style.
- 133. Side Headings in Margins.—Where wide margins are used, a very attractive style may be obtained by running the side heads in short lines of one or two words, beginning directly opposite the first line of the paragraph to which the heading relates, leaving about a pica space between the body matter and the lines of the side head, and squaring these lines on the body-type side, as shown in Fig. 52 (e). Sometimes the running head of the entire book is used in this way, in the outside margin opposite the top line of body matter, and the side head is placed in a smaller face of type under the running title or head.

# SUBHEADINGS AND SIDE HEADINGS

tablespoonfuls of white sauce (made of chicken broth). Let cook for another few minutes, stirring it all the time. Finish with juice of lemon and a little chopped parsley.

### DEVILED CRABS

Fry one medium-sized onion chopped very fine in an ounce of butter, add a tablespoonful of flour; stir well for 1 minute, then add half pint of some good broth or milk. Stir well. Season with salt and red pepper, one teaspoonful of Worcestershire sauce and one teaspoonful of English

(11)

DEVILED CRABS.—Fry one medium-sized onion chopped very fine in an ounce of butter, add a teaspoonful of flour; stir well for 1 minute, then add half pint of some

### DEVILED CRABS

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DEVILED Fry one medium-sized onion chopped very CRABS fine in an ounce of butter, add a tablespoonful crabs.

CRABS fine man ounce of butter, add a tablespoontul of flour; still stir well for 1 minute, then add half pint of some good broth or milk. Stir well. Season with salt and red pepper, one teaspoonful of Worcestershire sauce and a teaspoonful of Buglish mus-

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### Deviled

Fry one medium-sized onion chopped very fine in an ounce of butter, add a tablespoonful of flour; stir well for 1 minute, then add half pint of some good broth or milk. Srir well. Season with salt and red pepper, one teaspoonful of Worcestershire sauce and a teaspoonful of English mustard and a little chopped parsley. Add two pounds of crab meat and some chopped mushrooms. Cook for 20 minutes.

Soft-Shell Crabs

Place four or five soft-shell crabs in a chafing dish with a piece of good butter and three chopped challots. Let all fry together for 5 minutes; add a wine glass of Rhine.

- 134. Body Matter.—In arranging body matter, care should be taken to see that the paragraphs have proper indentions. When the measure is wide, such as 25 picas, the indention should be 2 ems of the size of body type used; if the measure is from 30 to 40 ems pica, 3-em indention should be followed. The excessive use of capitals, Italics, and bold face in the body matter, in an endeavor to secure emphasis, should be avoided, as such letters will not only mar the attractiveness of the page but will place undue strength on certain portions of the page and thus throw it somewhat out of balance. Where it is necessary to emphasize a paragraph describing some particularly strong selling point, a good plan is to set the paragraph in a bolder face of type of the same or a smaller size. If still further prominence is required, the paragraph may be indented 2 picas on each side. These methods will not only add to the attractiveness of the page, but will give all the strength necessary.
- 135. Extracts and Indorsements.—Where it is necessary to use an extract from some other publication, a speech, etc., this special matter should be set in a smaller size of the same font of type, indenting it 2 or more picas on each side, according to the width of the regular body matter.

Indorsements should always be set a size smaller than the body matter and in the same style of type, unless particular emphasis is desired, when the matter can be set in a somewhat bolder face.

- 136. Bold-Faced Type for Body Matter.—Bold-faced type should not be used for body matter, as it is extremely monotonous and hard to read. In some instances, a semibold face of type, such as Caslon Bold, Cheltenham Wide, Old-Style Antique, Bookman Old Style, etc., well leaded, can be used for body matter when printed in a soft color. It is advisable to use a timed stock when printing these faces in a strong dark color.
- 137. Use of Initials.—An initial sometimes gives an attractive finish to a page of type and also leads the eye to the proper starting point. It is always well to choose an initial

that is not so strong and black as to overbalance the rest of the body type. Heavy initials used with light body type, as shown in Fig. 53, mar the pages and detract from the strength of the display. The best initial to use is one that is approximately the same weight as the gray color made by the mass



O live in Washington is in itself a liberal education. For the purposes of study and research the advantages of the

National Capital are not surpassed by those of any other city in our country, and it is not difficult to imagine a time when it will be the world's greatest educational center.

It is essentially the city beautiful, and one of peculiar charm. Here are beautiful parks, broad streets, statuary, and galleries of art, all making a strong appeal to our sense of the beautiful. Here are gardens and fountains and magnificent architecture in a city whose atmosphere is one of repose, quiet, refinement, and happiness. Washington's climate is the soft and even climate of the Seaboard, and the number of those

4

FIG. 53

of the body type, as shown in Fig. 54. A comparison of these two exhibits will immediately disclose the fact that the initial shown in Fig. 53 is entirely too heavy for the page. The one shown in Fig. 54 is in perfect harmony with the color tone of the page.

138. Initials are made in a variety of styles, shapes, and sizes. In choosing an ornamental initial, it is well, if possible, to get one with the ornamentation in keeping with the subject, and to avoid one that is so extremely large as to be out of proportion with the size of the page. Where orna-



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,

### Fig. 54

mental initials are not available, a larger size of the same face of type as the body matter can be used. For instance, if the page is to be set in 10-point Cheltenham, a 24- or a 30-point Cheltenham initial, according to the size of the page, can be acceptably used. A great many times, a larger letter of the

style of the body type makes the most appropriate and pleasing initial that can be used. See Fig. 55. At any rate, it is an easy means of securing a simple, dignified, and harmonious effect with any style of type. Where the work is of extreme importance or of very high grade, and cost is a secondary consideration, special initials of two or more colors may be drawn in a combination of line and half-tone, each one illustrating or suggesting some feature of the work described in the booklet or the catalog.

139. Square, ornamental initials mortised in the center for the initial letter, should be avoided. This style of initial has several bad features, among which may be mentioned the following: (1) It throws the initial a considerable space

ALL ADVERTISEMENTS may be grouped into two general classes. (1) informing advertisments and (2) suggestive or reminding advertisements. The informing advertisement gives information about the commodity advertised; in order for the advertisement to be effective, the information must necessarily be of such character that it will influence readers to buy. The suggestive or reminding advertisement contains little or no specific information but gives publicity merely to the name of the

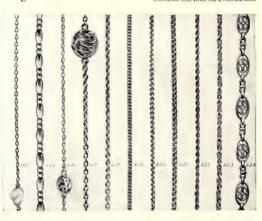
Frg. 55

away from the word to which it belongs; (2) the initial is not in line with the top of the word to which it belongs, as it should be; and (3) it usually throws ornamentation between the initial and the remainder of word, which is decidedly unattractive to the eye.

The space around the initial should be equal both on the side and underneath. Avoid wide gaps of white space at the right and under an initial. Where the letter T is used, for instance, without ornamentation, the second and following lines of body type should not be indented, but should be set flush with the side of the body of the initial, on account of the blank space between the stem and outside edge of this letter. Where a capital L or A is used, the printer

### Lorgnette or Guard Chains

14-KARAT GOLD



| 401. | Ten Baroque Pearls, cable links Length, 48 inches,       | \$35.00 |  |
|------|--|---------|--|
| 403. | Oval and round gold beads Length, 60 inches,             | 38.00   |  |
| 416. | Eight oval Amethysts, cable links . Length, 48 inches,   | 22.00   |  |
| 417. | Eight fancy charms, cable links Length, 60 inches,       | 65.00   |  |
| 418. | Cable links Length, 48 inches,                           | 24.00   |  |
| 419. | Close curb links Length, 48 inches,                      | 20.00   |  |
| 420. | Horseshoe cable links Length, 48 inches,                 | 24.00   |  |
| 421. | Fancy twist links Length, 48 inches,                     | 20.00   |  |
| 422. | Rope links Length, 48 inches,                            | 18.00   |  |
| 423. | Fancy French links Length, 54 inches,                    | 40.00   |  |
| 424. | Oval pierced and twist center links . Length, 60 inches, | 60.00   |  |
|      |  |         |  |

BAILEY, BANKS & BIDDLE COMPANY



should be instructed to mortise the right side of the letter at the top, so that the following letter of the word can come close to the initial and thus avoid a gap. See how the initial is treated in Fig. 55. Where an initial is used with very short paragraphs, the ragged indention may be avoided by running the matter in a single paragraph, using paragraph marks between the sentences.

140. Arrangement of Pages.—Some examples of the arrangement of body-matter pages of catalogs and booklets have been shown in the preceding pages. In Figs. 56, 57, 58, 59, and 60 are shown additional examples. All of these are reduced, Figs. 58, 59, and 60 being only about half the size of the original pages. The example shown in Fig. 56 is an unusually attractive page; it shows not only good typographical and border treatment but demonstrates how a number of such articles as chains can be illustrated well in small space by merely showing a section of each. Note that the text gives the length of each chain. Fig. 57 shows an example of a page in which a number of articles must be listed in small space. Figs. 58, 59, and 60 show examples of mail-order catalogs in which space is used with great economy. It is idle to say that such catalogs are not read, for the facts are indisputable. This class of work may not command the approval of critics, but it is the kind of literature that mail-order firms and large retailers find well adapted to their purposes, and the advertising man should be prepared to execute this kind of matter as well as the kind in which more liberty may be taken in regard to the use of space, colors, etc. As a matter of fact, it is more difficult to lay out pages like those shown, reduced, in Figs. 58, 59, and 60 than it is to plan a catalog in which a page can be given to each illustration or to each illustration and the accompanying text. The black background shown in Fig. 59 is well adapted to the subjects illustrated, but a pleasing variation from this solid black would be a line background resembling crash. The crash effect is artistic and reproduces well.

### Very Modish Skirts

With most houses ordering skirts, etc., the
hyw genery from nactory
transport from the skirts
to be skirts and the skirts
to descript from the skirts
to descript from the skirts
the cannet compare one
tactory preduct with another except as he carried the details in his
mind, and it is obviously
impossible to determine
values that way with the
accuracy of our system,
which is the compelling
manufacturers to bring
their samples to our buying office, where all the
dillerent makes can be
examined and compared

No. 1300. Woman's Skirt.
Made of men's wear material in small checks of light
and dark gray; entire skirt
made of side and box-plaits
stitched to fit closely over
the hips. \$2.95.

the hips. \$2.95.

No. 1391. Weeman's Skirt.
Fine English panama; made
with box and side-plaid
panels, the side-plaid
panels, to yoke depth, finished with stitched straps
and buttons. Colors, black,
blue or brown. \$5.00.

No. 1302. Woman's Skirt.
Very chic skirt of tiny
black and white checks
with blue outline; entire
skirt made with panels of
clusters of side and broad
box-plaits, stitched to long
yoke depth. \$3.95.

No. 1363, Woman's Skirt.
High grade French volle:
made with panels of double
box-plaits, trimmed at foot
between plaits with taffeta
bands forming design; full
drop silk lining. Color.
black. \$16.50.

No. 1304. Woman's 5kirt.
Made of stylish gray and
black checks; box and sideplatis extend from a long.
the stylish and and
tons. \$5.95.

Wo. 1305. Woman's 5kirt.
Yery dressy skirt of fine
French colle: made with

No. 3655. Woman's Skirt.
Very dressy skirt of fine
French voile; made with
trimmed between panels
with six straps of silk of
inch and quarter-inch
width; drop silk lihing.
310.00.

Scene at top to the right a section of the Gimbel Skirt Store



FIG. 57

### MACY'S OFFER EXTRA VALUES IN CHAFING DISHES AS SHOWN BELOW



ew Tork, MACT'S rep n for high valued, low to Page 487—you will find





### CHAFING DISHES, TEA KETTLES AND COFFEE POTS

11X 4333 11X 4336 ckel or cop 11 X 4337 onized ha





MACY'S OFFERS YOU A SAVING OF 25 PER CENT ON THESE TABLE COOKING APPLIANCES.



### HEAVILY POLISHED, PIECED AND JAPANNED TINWARE







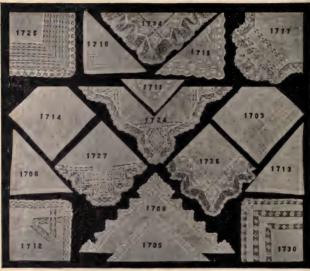


11X 4337. Heart Moulds,

11X 4335

three sizes: price, each, No. 1, 163 5/x11 ½ in., \$3.35; No. 2, 19x13; in., \$4.23; No. 3, 22x16x16 ½ in.\$5

Fig. 58



1703 - Handkerchief of Cross-bar Lawn; narrow hem ge; initia in coner.

1705 Handkerchief of fine Lawn, with fancy embroidere ge. 7 cents each; 40 cents per half desen; 79 cents pe

Disch. 1706—Handkerchief of Linen; narrow bemstliched edge; In-al in corner; 11 cents each; 64 cents per half desen; 81,34 er desen. (See also Nos. 1708 and 1706C). 1706B —Handkerchief of Linen; same style as No. 1706, but though milital. 9 cents each; 37 cents per half desen; 81,00

rf dozen.

1706C - Handkerchief of Lawn; same style as No. 1706; narw hemsitched edge; untial in corner. 7 counts each; 40 conts
r half dozen; 79 cents per dozen.

1708 - Handkerchief of sheer Lawn, with fancy scalloped
re of dannity enthroteley; 10 cents each; three associed designs,

1711 - Handkerchief of soft Cross-bar Lawn, with attractive soler of smilnoutery and narrow hensitiched edge, 13 cents each;

If it answers a state of the property of the p

1774.—Randkerchief of cross-her Linen, with initial in wreath.
2 sent. scanb Scenar, etc. half dazan Lawn, with initial in wreath.
1715.—Randkerchief of fine Persian Lawn, with claborately
havoiddred edge. 15 cents each; 25 cents per half dazan.
1717.—Handkerchief of fine sheer Lawn, beaufidly timmed
the control of the

1718—Handkerchief of sheer Persian Lawn; besultfully em-codered; and the sheer Persian Lawn; besultfully em-recidence; narrow hemstliched edge. 10 cents each; three as-tered designs, 56 cents.
1728—Handkerchief of pure Linen, with embroidered connex, 1728—the sheer of the sheer of the sheer of the sheer of the cents each; three assorted designs, 67 cents; 81.37 per half cents each; three assorted designs, 67 cents; 81.37 per half

1707.—Sandkerchief of pure Lines, with an diborate body.
18.3 per half descent is such in the amend design, of centre
1750.—Hanskerchief of the sansity Lines, with two rows of
1750.—Hanskerchief of the sansity Lines, with two rows of
1754.—Hanskerchief of pure Lines, with val lace linestics.
1754.—Hanskerchief of pure Lines, with val lace linestics.
1754.—Hanskerchief of pure Lines, built val lace linestics.
1754.—Hanskerchief of pure Lines, with val lace linestics.
1754.—Hanskerchief of pure Lines, value value of the sansterid original control of the sansterid original control original control

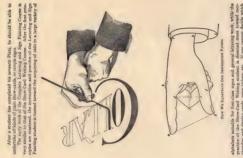
INITIALS: Initial Handkerchiefs can be had with any letter of the alphabet except I, O, Q, U, V, X, Y, and Z. Copyright, 1903, by the National Cloak and Suit Company

Frg. 59

## Soaps and Kitchen Supplies

|  | SAL SODA   |
|--|--|
| LAUNDRY SOAP   | Rest Granulated  |
| Quantity in box Box Bar                                      | Best Granulated  |
| Gimbels Oleine 60 bars 2.90 .05                              | WASHING POWDERS  |
| Gimbels Borax 60 bars 3.50 .06                               | Pkg. Doz.  |
| Babbitt's 100 bars 4.25 41/2                                 | Purity No 4 nackage 15 1.70  |
| Eavenson's Naptha100 bars 5.75 .06                           | Purity No. 4 package .15 1.70 Army and Navy  |
| Fels-Naptha 100 bars 4.90 .05<br>Kirkman's 100 bars 4.75 .05 | Babbitt's 1776   |
| Mule Team  | Fairbank's Gold Dustlarge .22 2.40   |
| P. & G. Lenox100 bars 3.75 .04                               | Fairbank's Gold Dustsmall .06 .70  |
| Sunlight   | Kirkman's  |
| Swift's Pride100 bars 4.75 .05                               | Soapinelarge .05 .55   |
| Young's Pearl Borax 40 bars 3.10 .08                         | Swift'slarge .18 2.10  |
| P. & G. Naptha100 bars 4.75 .05                              | Swift'ssmall .05 .55   |
|  | Swift's Naptha10 1.15  |
| SCOURING SOAPS   | Young's Borax  |
| Cake Doz.  | Old Dutch Cleanser   |
| Brook's Crystal  | Radax  |
| Young's05 .55  | AMMONIA Bot. Doz.  |
| Sapolio  | Gimbels High Testextra large .25 2.90  |
| Yankee Flint   | Gimbels High Testmedium .15 1.75   |
| Scrub-E-Z10 1.15<br>Bon Ami10 1.15                           | Gimbels Cloudylarge .25 2.90   |
| Kleenatub  | Gimbels Cloudymedium .15 1.75 Parson Householdlarge .45 5.25   |
| Wrigley's  | Parson Householdlarge 45 5.25<br>Parson Householdmedium .25 2.90   |
|  | Parson Householdmedium .25 2.90 Parson Householdsmall .15 1.75   |
| HAND SOAPS   | Trial Size   |
| Pag Dag  | Serubb's   |
| Hand Sapolio   | DRY AMMONIA  |
| Jergens' Pumiss  | DRY AMMONIA Can Doz.   |
|  | Ammolarge .25 2.90   |
| CARPET CLEANER   | Ammosmall .05 .55  |
| Cake Doz.  | Bath Ammo, Perfumed15 1.70   |
| Н. & Н   | CHLORIDE OF LIME   |
|  | Can Doz  |
| WHITE FLOATING SOAP  | Gimbels10 1.15   |
| Lexard Castile100 bars 4.75 .05                              | STARCH   |
|  | Each Doz.  |
| Fairy (small)  | Purity   |
| P. & G. Ivory (small)100 bars 4.90 .05                       | Purity   |
| P. & G. Ivory (large) 100 bars 7.00 .08                      | Kingford's   |
| Queen of Borax (small) 100 bars 4.75 .05                     | Kingford's6-lb. box .60 7.00   |
| Queen of Borax (large) 100 bars 9.50 .10                     | Durkee's Mourning  |
| Swift's Wool (large)100 bars 7.75 .08                        | Elasticlarge .10 1.10  |
| Swift's Wool (small)100 bars 4.75 .05                        | Viola Perfumed   |
|  | Fluffy Ruffleslarge .10 1.15   |
| CASTILE SOAP. Bar Doz.                                       | LUMP LAUNDRY GLOSS STARCH  |
| Domestic, White, large bar 45 5.25                           | The seth   |
| Conti Imported, large bar55 6.50                             | Fancy Lump   |
| DIGINEEGWANE GOAD  | Finest Lump  |
| DISINFECTANT SOAP.  Bar Doz.                                 | 40   |
| Lifebuoy   | STARCHING GLOSS  |
|  | Pkg. Doz.  |
| PARAFFINE WAX  |  |
| Fach Doz   | BLOCK BLUE   |
| Standard Oil Co.'s   | Reckitt'slarge .10 1.15  |
|  | Accessed to the state of the st |

Telephones:-Bell, Walnut 500-844; Keystone, Main 7-30-71 Prices subject to market changes



# ABCDEFGHI ABCDEFGHI

FRENCH ROMAN(Light)

### ILLUSTRATIONS FOR INSIDE PAGES

141. In catalogs, booklets, and folders printed the narrow way of the page, and in which it is necessary to run the illustrations the *long way* of the page, the bottom of the illustration should always face toward the right, that is, the *left side* of the illustration should always face the bottom of the page, as shown in Fig. 61, which is a reduced reproduction of two facing pages of a catalog. Of course this rule does not apply where illustrations are run across the narrow way of the page, along with the type. Observe how the illustrations on the right-hand page of Fig. 61 are placed.

Where it is necessary to use half-tone illustrations in books printed on antique, hand-made, onyx, crash, or linenfinish stock, the half-tone should be printed on enameled book stock and tipped in when the book is being bound, as it is impossible to print fine half-tones on the rough finishes.

- 142. Group Cuts.—When it is desired to use a number of illustrations in a limited amount of space, effective results can sometimes be obtained by grouping the series of photographs and having one plate made that will embody all the different views in a single group. In this way, a number of illustrations can be printed very artistically on one page; otherwise, it might be necessary to use a page for each one. In Fig. 62 is shown a group vignetted cut that illustrates two models of a revolver and a sectional view of the breaking mechanism.
- 143. Placing of Illustrations.—It is well to be consistent in the placing of full-page illustrations. Use left-hand pages if possible. If it is necessary to print full-page illustrations on right-hand pages, all the full-page illustrations should be arranged to print on right-hand pages. Two full-page illustrations should not be allowed to face each other, unless it is impossible to avoid this plan. Where two facing full-page illustrations must be run the long way of the page in a book in which the type pages are set the



## The Rock Island Ways



HERE are two routes over which Rock Island through trains and cars operate between the East and California.

between the East and California.

There is the Southern Route—also called the El Paso Short Line. Of all transcontinental lines this is the line of lowest altitudes and easiest grades—the short, quick route, and at the same time the most southerly. Then there is the Scenic Route—via Colorado and Salt

Lake City. This is a line of scenic grandeur—every mile a mile of beauty—across the "Backbone of the Continent."

The Rock Island will take you up in Chicago, St. Louis, Kansas City. St. Joseph. Des Moines. Omaha. Minneapolis, and St. Paul (and in hundreds of Middle West points not located immediately upon its two overland routes) and land you conveniently and with dispatch at your Pacific Coast destination.

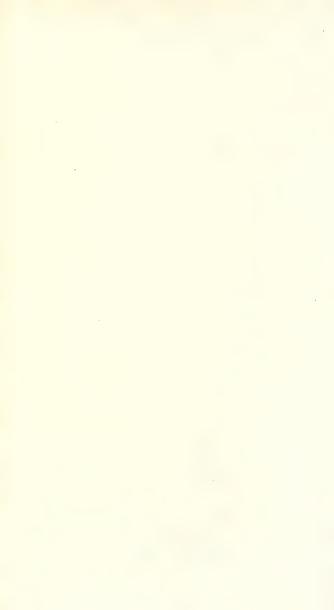
There are two daily Rock Island trains, providing continuous service from Chicago and St. Louis to California over the Southern Route.

There are daily Rock Island through cars from Chicago and St. Louis to Pacific Coast over the Scenic Route.

In addition to providing through transportation facilities over these two superb routes to the Pacific Coast, the Rock Island serves all the in-

termediate Middle West territory between the Mississippi Valley and the Rocky Mountains, from Minnesota on the north to Louisiana and Texas on the south.





narrow way, the bottom of each illustration should face the right. If a small illustration is to be used in the text matter, it should be placed toward the outside of the page; that is, on pages with even numbers, the illustrations should be placed on the left-hand side, and on pages with odd numbers, they should be placed on the right-hand side. Care should be taken to see that the facing pages balance each other and do not look overdone. Where there is only one illustration on a page, avoid placing it below the center. Its best position, particularly if it is a heavy unit of display, is the center of the page or slightly above the center. See Figs. 9, 10, and 56. Fig. 12 shows a good way of balancing the display of the page when two illustrations are used.

- 144. Vignetted Half-Tones In Body Matter.—In very fine catalogs, brochures, and booklets, a very artistic effect can be obtained by placing small vignetted half-tones or line cuts in the outside margin and printing the type in a lighter color, allowing the very faint vignette of the cut to extend under the body matter. Vignetted initials are made in the same way, so that the vignette can be partly covered with the type. This gives a very fine cloud effect and adds to the richness of the finished work. In Fig. 63 is shown an example of printing text matter over a portion of the vignette of the illustrations. In following this plan, care should be used to see that no feature of the illustration is covered by body type, otherwise the effect of the illustration may be marred.
- 145. Tint Effects.—Two-color illustrations are often used on high-grade catalogs and booklets—one color as a background and the other color as the dark tone in which the cut proper is printed. A three-color effect is often secured by cutting out the high lights (partly or wholly white portions) in the tinted plate and thus allowing the white of the paper to show through. Very fine results can be obtained in this style by using light buff, lemon color, very pale green or pale blue for the tints, and double-tone colors for the half-tone portions of the cut.

# Valuable Opinions

### Our Legal Instruction is Complete

Robert T. Miller, LL. D., a prominent member of the Ohio bar, comments as follows on the legal parts of our Banking and Banking Law Course:

Since receiving the books published by the International Correspondence Schools, I have given them the most careful and extensive examination I am capable of, and must confess my surprise and gratification at the worth of their scope and their completeness of detail. I have seen and used scores of so-called "Law Books," many of which have a proper place and useful-ness, but this publication is not such a Law Book. It is rather a complete Law Library from which one may derive not only a knowledge of the ordinary forms and processes of the Law as used in general practice, but of what is of far greater value to the business man, a very clear and intelligent idea of the philosophy of the law such as will enable him to determine not only when he needs the services of the barrister but when he may dispense with those of the attorney.

### A Canadian Opinion

R. D. McGibbon, K. C., senior member of the noted law firm of McGibbon, Casgrain, Mitchell, and Surveyor, of Montreal, attested as follows regarding the legal features of our Banking and Banking Law Course:

I find that all the required subjects are included in your volumes. I have no hesitation in saying that any diligent student would at the conclusion of his Course have a good, clear, useful acquaintance with the general principles of jurisprudence that prevail over the North American continent. I have examined with care many of the subjects dealt with and find the treat-

ment of them full, intelligent, and satisfactory.

Dealing more particularly with possible readers in Canada and in the Province of Quebec, I see generous and ample reference to the leading authorities usually consulted in the Dominion and in Quebec. While it is true that the Quebec system differs from that in vogue elsewhere in such subjects as real property, marriage covenants, successions, and other kindred topics, attention is drawn to the fact that special provisions in these respects are applicable to the Province of Quebec; therefore, with the knowledge to be gained from a study of your volumes, it would be quite easy for a student to supplement your Course on any given subject.

146. Three-Color Half-Tones.—Where it is desirable to show a subject in its natural colors, three-color halftones are used. This is an expensive process, however. the smallest three-color plate costing about \$30. Above 10 square inches, the square-inch rate ranges from \$1 to \$1.50.

### SPECIAL PAGES

- 147. Introductory Pages. In catalogs, etc. the introductory pages usually follow the title; that is, appear on the next right-hand page. The introductory page is generally set very plain, using an initial, if desirable, and indenting the matter a few picas from the rule border on each side; or, if no border is used, allowing a liberal margin of white space around the type, to make it attractive and easy to read.
- 148. Full-Page Indorsements.—If a border is used on pages containing indorsements, the pages should be set in a narrower measure than the text of the booklet and in a semibold face of type, such as Cheltenham, Old-Style Antique, etc., so as to give strength and to distinguish them from the body pages. If introductory matter accompanies the indorsement, the introductory matter should be set in a size larger of the same style type as the indorsement. Fig. 64 shows two indorsements made up for a full page of a  $6'' \times 9''$  circular, the introductory matter being set in 10-point Cheltenham, and the body in 8-point of the same series.

Where a whole page is devoted to a number of small indorsements, they can be set full measure in the same series of type as the body matter, but in a size smaller. If possible, a display heading should be used for each indorsement and each of these headings should be set in upper and lower case of a smaller size of the same style of type used for the main heading. A heading separates the indorsements and shows at a glance what each indorsement represents.

WM. H. DUNWOODY, PRESIDENT
M. B. KOON, VICE-PRESIDENT
EDWARD W. DECKER, VICE-PRESIDENT

JOSEPH CHAPMAN, JR., CASHER FRANK E. HOLTON, ASST. CASHER CHAS. W. FARWELL, ASST. CASHER R. E. MACGREGOR, ASST. CASHER

### The Northwestern National Bank

CAPITAL \$1,000,000 SURPLUS AND PROFITS \$800,000

CABLE ADDRESS

MINNEAPOLIS, MINN.

Nov. 16, 1906.

International Correspondence School, Scranton, Pa.

Gentlemen:

Replying to your favor of the 13th inst., will say that I have taken great pleasure in looking over your text books on banking and am pleased to recommend them to any student. The matter in the book is arranged so that a person can get a great deal of information with comparative ease, and the forms used are up-to-date and should be valuable to students.

Yours very truly,

Joseph Engement

- 149. Facsimile Letters.—Where it is desirable to show a facsimile of a letter written by some person whose name has advertising value, an entire letter sheet can be reproduced and reduced to any proportionate size by photographic processes, and a line cut then made to suit the particular job in hand. In Fig. 65 is shown a letter that was reduced from an  $8\frac{1}{2}$ " × 11" letterhead.
- 150. Illustrated Indorsements. Photographs of indorsers can be used in connection with a full-page indorsement, and the busts of the indorsers can be placed either at the top or at the side, with a plain border enclosing the page, as shown in Fig. 66. Two colors were used in the original of Fig. 66, the border and illustrations being in black and the type in olive. Small "thumb-nail," half-tone cuts of indorsers can be used where a number of indorsements are to appear on a page. These cuts are made either oval or square, from 1 in.  $\times$  1½ in. to any size necessary, and can be had either with or without a half-tone background.

In Fig. 67 is shown an example of a special page made up of two testimonials with an appropriate drawn border. Note that one signature shown is reproduced facsimile. This was done to lend authenticity to the testimonials. The plan of reproducing only the signatures facsimile is a good one, for reproductions of entire pen-written letters are usually yery hard to read.

151. Synopses Pages.—In designing synopses pages and pages of like character, a smaller-sized type than that used for the body matter should be called for, and very often such matter can be arranged in two columns. The hanging-indention style is preferable, as it displays the subheads in strong relief and makes it an easy matter to ascertain the subjects treated in each division. Fig. 68 shows a synopses page taken from a 6" × 9" circular descriptive of a course of instruction in electrical engineering. This kind of matter may seem uninteresting to one having no interest in the subject of electrical engineering, but it gives specific details demanded by many before they part with their money.



The Cable Company, Chicago.

Gentlemen:—The Conover Piano which was used for my recital at the Studebaker Theater yesterday was excellent. I greatly admired the tonal qualities and perfection of mechanism of the instrument. It is a pleasure to me to note the remarkable sustaining and blending qualities of the tone of the Conover Piano, which certainly are a great aid and benefit to the singer.

Expressing my warmest thanks, I remain, Sincerely yours

ALOIS BURGSTALLER



The Cable Company, Chicago.

Gentlemen:—Will you please accept my thanks for the Conover Grand Piano furnished me for my recital, also for the excellent Upright Piano, sent to my rooms in the Annex. I greatly admire the tone of your Conover Piano, as it just suits my voice.

Sincerely yours
BOGEA OUMIROFF



The Cable Company, Chicago.

Gentlemen:—The Conover is indeed a wonderful piano, but I did not fully realize it until using the one which you kindly placed at my disposal while in Chicago. The tone is sweet, clear, and very musical. To my knowledge there is no better piano manufactured.

Yours very truly
G. CAMPANARI

I find your Mariners' Pocketbook full
of useful information in condensed form
and one that I believe every officer in the
Navy will find useful. It is also a useful
book for enlisted men, as it contains a large amount of information relating to the naval service.

R.D. Euaws

Rear Admiral, U.S.N.

The Mariners' Pocketbook is a notable compilation compressing in a very small space a large amount of useful information and presenting it in a handy form.

> I am familiar with many books of the class which have been published in Europe, but your Pocketbook certainly deserves a high place in the series.

Very truly yours, (Signed) WILLIAM H. WHITE,



- ELECTROMAGNETISM: Influence of an Electrified Circuit on a Compass; Magnetic Field of an Electrified Circuit; Relation Between Electric Polarity and Magnetic Polarity; Solenoid; Magnetic Permeability; Review of Magnetic Principles; Electromagnets Illustrated.
- ELECTRICAL UNITS: Relation Between Ohm, Volt, and Ampere; Ammeters; Ohm's Law, Ohm, Volt, and Ampere Fully Explained; Microhm; Megohm; Influence of Temperature on Circuits; Temperature Coefficient; Specific Resistance; Rheostats; Wheatstone's Bridge; Voltmeters; Meters and Methods of Using Them; Application of Ohm's Law; Coulomb; Joule; Watt; Kilowatt.



### Dynamos and Motors

97 PAGES, 58 ILLUSTRATIONS

- ELECTROMAGNETIC INDUCTION: Illustration; Self-Induction and Mutual Induction; Flow of Current.
- PHYSICAL THEORY OF THE DYNAMO: Generation of Voltage; Revolving Coil; Cause of Reversal of Polarity; Commutator and Its Brushes; Illustration of Operation and Effects; Pulsation; Advantages of Many Coils and Commutator of Many Segments; Armature Core and Its Effect in the Magnetic Circuit; Illustration of Armatures of all Types; Explanation of Peculiarities of all Armatures.
- ARMATURE REACTIONS: Causes and Effects of Reaction Illustrated and Explained; Counter Torque; Distortion of Magnetic Field.
- FIELD MAGNETS: Magneto Dynamos; Separately Excited Dynamos; Magnetizing Force; Magnetic Saturation; Self-Exciting Shunt Dynamos; Building Up; Residual Magnetism; Self-Exciting Series Dynamos; Compound Dynamos; Bipolar Dynamos; Salient and Consequent Poles.
- DIRECT-CURRENT DYNAMOS: Multipolar Dynamos; Multiple-Wound Armatures; Multipolar Magnetic Fields; Mechanical Construction of Dynamos in Detail; Frame Armatures; Commutators; Brushs: Brush Holders; Bearings: Driving Mechanism; Pilot Lamp; Constant-Voltage Dynamos; Efficiency; Input; Output; Explanation of all Losses; Methods of Determining Losses; Causes and Effects of Sparking; Prevention of Sparking.
- DIRECT-CURRENT MOTORS: Shunt-Wound Motors; Series-Wound Motors; Compound-Wound Motors.



### Dynamo-Electric Machinery

76 PAGES, 38 ILLUSTRATIONS

- DIRECT-CURRENT DYNAMOS: Operation of Constant-Current Dynamos; How Constant Current is Maintained Under Varying Voltage; Regulation of Closed-Coil Armatures; Influence of Armature Reaction; Method of Automatic Brush Shifting; Principal Closed-Coil Dynamos; Wood Dynamos; Standard Dynamo; Western Electric Dynamo; Excelsior Dynamo; Ball Dynamo; Illustrations and Explanations; Open-Coil Armatures; Principal Open-Coil Dynamos; Brush Dynamo; Westinghouse Dynamo; Thomson-Houston Dynamo; Output.
- DIRECT-CURRENT MOTORS: Principles of Operation; Comparison of Dynamos and Motors; Counter E. M. F.; Torque; Prony Brake; Classes of Motors; Action of Shunt-Wound Motors; Speed Regulation; Series-Wound Motors; Speed Regulation; Differentially Wound Motors; Accumulatively Wound Motors.
- AUXILIARY APPARATUS: Starting Rheostats; Shunt-Wound Motor Connections; Process of Motor Starting; Series-Wound Connections; Automatic Switches; Regulating Rheostats; Necessity of Complying With the Fire-Underwriters' Rules When Installing.
- METHODS OF REVERSING MOTORS: Armature Reversal; Field Reversal; Reversal of Shunt-Wound Motors; Reversal of Series-Wound Motors; Reversing Switch;

#### COLOR SCHEMES FOR INSIDE PAGES

- 152. To secure easy and sure reading, the colors used in printing body matter should be such that they will not tire the eye. Without doubt, black is the best general all-around color for the various classes of work, but very artistic and effective results can be obtained by the use of other colors. Extremely light colors of ink, such as pea green, light blue, buff, light gray, etc., should not be used for body matter set in Old-Style Roman or Modern Roman, as they are not only weak in appearance but very trying to the eye.
- 153. Use of Colored Inks for Body Matter. Generally speaking, strong, dark colors of ink should be used for body matter so as to afford ample contrast between the type and the paper. Chocolate-brown, dark-green, dark-blue, olive, green-black, blue-black, and dark-gray inks can be used to advantage and can be depended on to produce pleasing results. These colors are not so somber as black. In large catalogs and in elaborate two- and three-color designs printed on enameled book paper and in such colors as warm brown, light olive, or gray, very artistic results can be obtained by using a semibold face of type, such as Caslon Bold, MacFarland, Old-Style Antique, Cheltenham, Cheltenham Wide, McClure, and faces of similar character in the 10- and 12-point sizes. The additional weight of the semibold type adds the strength necessary for the use of these colors. Light-faced type, such as Modern and Old-Style Roman, should not be printed in these colors, as they will appear light and weak and will be hard to read. Rich browns, green-blacks, and blue-blacks are standard colors for one-color illustrations. Lighter greens give excellent effects where nature scenes are represented. Where, however, such articles as machinery, cut glass, silverware, etc. are to be shown, it is better to print illustrations in black and to use an agreeable contrasting color for the text.
- 154. Color Combinations.—In pages made up of body matter and rule border, good color combinations can

be obtained by using a bright color for the rules and a dark color for the body matter. For example, if the page is to be set in 8-point Old Style, leaded or solid, and it is desired to use a green-black or a dark-green ink for the body matter, a 1-point rule run around the page in a buff, orange, or red ink will give sufficient color for the entire page. Another combination for such a page would be to print the body matter in a dark green and the rule in a bright pea-green tint. Where the border is printed in color, all rules and ornaments should be printed in the same color, unless of course, the color used for the border should happen to be too strong. This statement, however, should not be construed as meaning that a great deal of ornamentation is desirable in catalogs, booklets, and folders. Some color specialists believe in placing the display lines in a bright color and the body matter and rule in the dark color.

Such color combinations as red and green, red and purple, blue and green, and orange and green are extremely hard to handle and should be used only by expert color printers. It is always better to strive for harmony than for glaring contrasts. In Art. 83 is given a suggestive list of good color combinations.

155. Timeliness of Color.—At various seasons of the year and under special conditions, there are certain colors that are particularly appropriate. For example, either violet or purple would be particularly appropriate for printing a booklet describing an Easter hat, as these colors are typical of Eastertide. For Christmas printed matter, red and green are appropriate, but in this case, as in others, great care should be taken to see that the proper shades are used, so as to avoid harsh, loud effects that would be contrary to the effects desired. Fig. 48 shows an example of a green-tint border used in a booklet describing the fishing places along the line of one of the Western railroads. The green color in this case is typical of nature and the scenes surrounding the lakes and rivers that the book describes and is therefore very appropriate.

156. Effect of Paper on Color.—The principles already set forth with regard to color combinations for covers apply also to color combinations on inside pages. For instance, if an India-tint (light-buff) paper is used, a warm-brown or a dark-chocolate-brown ink will be very appropriate for the body matter. A two-color effect for this paper would be a chocolate brown for the body matter and headings and a light buff, orange, or crimson for the rules. provided rules are used.

157. Tints as Backgrounds for Illustrations. Where the cost of a catalog, a booklet, or a folder will permit the use of two colors for the illustrations, very artistic results can be obtained by printing the illustrations in blue-black, green-black, photo brown, or one of the various double-tone inks, and using a background of a light tint of the same or some harmonious color. For instance, if the illustration is to be printed in green-black and consists of a square portrait, a very pale green or a buff tint may be used. (1) as a background for the high lights, so that the tint may show through and give a two-color effect in the illustration. different from the color of the paper; (2) as a solid background, allowing not only the high lights but the medium tones also to show through in the tint color; and (3) as a solid border around the outside edge of the illustration from to 1 inch in width, printed in a very light tone of green or buff.

Very artistic effects can sometimes be obtained by using tints and colors under half-tones. For instance, a foundry concern issued a catalog, in which a half-tone cut of their works in full operation at night showed the red glare from the windows and from the top of the furnace stacks. effect was produced by printing a bright-red tint background under a black half-tone and allowing this tint to show through only at the places desired, such as windows, tops of smokestacks, furnace doors, etc., and then cutting out the balance of the red plate so as to make these particular spots appear more realistic.

158. Color in Initials.—Where the border only is printed in color and the color used is a light tint, two-color initials may be very effectively employed to add distinction to the pages. Such initials may be made effective by printing the solid-letter portion of the initial in the light color used on the border and the ornamental portions of the initial in the dark color of the body type, as in the example shown in Fig. 63.

### MISCELLANEOUS POINTS

- 159. If a very large edition of a large catalog is to be printed, the paper manufacturers will make paper to order in special sizes; orders of 1,000 pounds or more can usually be had in any special size wanted. A very slight increase in the weight of paper will sometimes make a difference of 1 or 2 cents in the mailing expense of a catalog. This being the case, where large editions are to be mailed, it pays to be very careful in the selection of paper to see if a light paper is not available that will answer all purposes and that will save a cent or two in postage on each copy of the catalog. In connection with this, it is well to remember that paper does not run absolutely uniform in weight. One ream may be a trifle heavier than another in spite of the manufacturers' effort to have the weight just right. Therefore, it is never wise to plan a catalog to run exactly to the limit that can be mailed for a certain amount of postage; it is best to have a little margin, so that when a ream of paper is used that is a little heavier than the average, the catalog will not be too heavy and require extra postage.
- 160. If a large edition of a catalog or a booklet is to be printed, or if it seems likely that later editions will be printed without any material changes, it is best to have electrotypes made of all the pages. In this way, the cost of composition will be saved when these later editions are printed.

Where an edition of several hundred thousand copies of a catalog or a booklet is to be printed, it is best to have duplicate plates. As a general rule, not more than one hundred thousand first-class copies can be printed from one set of plates.

Time and the cost of presswork can often be reduced by having duplicate plates and running two or more sets of pages on one large press. Although the time of the larger press would be worth more than that of the small one, the saving in the cost of presswork would amount to considerable. The printer should always be consulted about these matters.

161. It is best not to print from the originals of fine plates, but to make electrotypes and use these electrotypes for printing. Then when the electrotypes are worn, new ones can be easily made from the original plate at much less cost than new originals could be made. Furthermore, accidents are likely to happen to printing plates. If an electrotype is injured, it is not such a serious matter, as a new plate can be quickly made from the original engraving, but the injury of a fine original plate may mean much delay and expense. Of course if there are just a few illustrations, the edition is a small one, and it is desirable to get the finest effects, the original cuts may be used.

Good presswork is a very important feature in booklet and catalog making, and the advertiser is working against his own interests when he "rushes" the printer as soon as final proofs are approved. Time must be given if the best results are desired.

# CATALOGS, BOOKLETS, AND FOLDERS

(PART 2)

### PLANNING, WRITING, AND ARRANGING OF MATTER

### SEEKING COOPERATION OF PRINTER

1. With a general idea of what he requires in the way of printed matter to accomplish a given purpose, the ad-writer should seek a first-class printer and enlist his aid in deciding the details of paper, typography, color scheme, etc. The higher the grade of work, the better the printer the ad-writer should consult, even if it means having the work done in some other city than that in which the ad-writer is located.

If the ad-writer undertakes unaided to decide about the size of the catalog or booklet he wants, the kind of paper, etc., he may find when his copy has been written and he is ready to have the job printed that his plans will have to be changed entirely. There are a great many details connected with the printing of the various grades, sizes, and weights of paper with which no one can possibly become conversant without years of practical experience. For instance, there are many grades of enameled stock, supercalendered stock, antique stock, plate-finish stock, and wove and laid antique stocks, each one of which is available for distinctive classes of work. It may be that the ad-writer would select an enameled stock for a certain folder that, while it would look

very attractive, would not have the durability or the printing qualities essential for that particular piece of printed matter. The high-grade printer will, in many instances, be able to save money for the ad-writer by suggesting a grade of paper that is cheaper than the one originally suggested, and yet almost exactly similar in looks and printing qualities. He may be able to suggest a paper that will cut to greater advantage. It may be that the paper called for by the ad-writer could not be obtained in that particular city or town and that the printer would have to send away for it, thus delaying the work; whereas, if the printer were consulted in the matter, he could suggest some paper that is carried in stock, and thus save a week or 10 days in the time of delivery.

2. The ad-writer may want delivered in a day or two a job that is to be printed on both sides of enameled stock, and in which large type and a number of line cuts are to be used. As the ink dries very slowly on enameled paper, the sheets usually have to lie 2 or 3 days after being printed on one side before they can be "backed up" (printed on the other side). If this is not done, the ink on the first side will adhere to the platen of the press and come off on the opposite side of the sheet, making a slur that would spoil the work. The printer in a case like this could perhaps suggest another stock that would serve the purpose of the ad-writer, and that by reason of its absorbent qualities could be printed on both sides without any delay, thus saving days of waiting.

The printer should also be consulted as to the harmony of the cover and inside stocks of booklets, catalogs, etc., as he may save the ad-writer from making a blunder in choosing inharmonious combinations.

Unless an advertiser is sure that the price quoted by a printer on a job is fair, he should get estimates from two or more printers. It is usually a good plan to get competitive bids, but it is not always advisable to give the work to the lowest bidder. The lowest bidder may be a printer that is

careless about presswork and other fine points of printing. and the better work of the higher-priced printer may be worth more than the difference between the bids. are a very few high-grade printers that will not submit competitive bids, but will take fine catalog work only on the condition that the exact price be determined after the job has been completed. The subject of cost is a complex one and requires comprehensive knowledge of the cost of composition, make-up, presswork, stock, and general expense, The inexperienced person need not expect to be able to figure such items accurately, but should depend largely on a reliable printer. One who must have a catalog at a cost of 6, 8, or 10 cents a copy can get it, but of course it will not be the kind of catalog that could be furnished for 25, 30, or 40 cents a copy. The difference in quality of both workmanship and material should be kept in mind.

### LAYING OUT THE JOB

### MAKING UP A DUMMY

3. If the ad-writer goes to the printer first, the printer can have dummies (blank paper bound in style of the finished book) made up of one or more qualities of paper and cover and in a size that will cut without undue waste. The printer can also lay out a page in the styles of type that he has, showing the best effect that he can produce. In the case of a printer without a good knowledge of the kind of work wanted and an experienced writer, the writer may have the best ideas and may be able to suggest a better style of page, type, cover, and inside paper than can the printer; but at any rate it is always best to give the printer a chance to recommend and make up a dummy of the paper that is readily available. The dummies that the printers make up are very convenient for planning copy and for showing the advertiser the style contemplated. Where printers receive work regularly from an ad-writer, they are willing to keep him supplied with dummies, free of charge.

If the writer is planning some standard size of circular, such as a  $3\frac{3}{8}'' \times 6\frac{1}{4}''$  booklet, he need not consult a printer to be sure that the paper will cut out well, for paper is always available that will cut out well for these regular sizes. But unless he consults the printer he will not know exactly what cover and inside papers are readily available.

The ability to lay out a dummy neatly will often make it possible for the ad-writer to get an order that he would otherwise lose. If he will use a dummy showing the cover stock and inside paper, and then paste in clipped illustrations of a character something like those to be prepared, letter in the headings of the various sections of text, and draw the borders in the colors that will be used in printing, the advertiser can form a good idea of how attractive the finished work will be.

4. Outfit for Preparing Dummies.—It is an excellent idea for every ad-writer to have a box of water colors, bottles of red ink and black India ink, and a few brushes to assist him in getting up color effects. He should take care of all the pieces of attractive cover and other papers that he gets. A great many covers of catalogs are printed only on one side and by reversing such covers they can be used in making up dummies for advertisers. It is also an admirable plan to keep a scrap book in which to paste pieces of printed matter that show good color combinations, typographical styles, etc.; such a book will prove an invaluable guide and will perhaps save much costly experimenting. The sample books that paper concerns send out afford many fine examples of good color effects.

### GENERAL PLAN OF A CIRCULAR

5. Having decided on the size and number of pages of the catalog or the booklet, the style of cover and cover design, the inside paper and type, and other preliminary matters, it is best to estimate how many pages will be required for certain parts of the circular, how many for others, etc., so that just the right amount of copy may be written. With some classes of printed matter, it is well enough to write the copy first and then cut down or add to the matter, so as to get just the right amount for 16, 32, or more pages, as the case may be. In a catalog having pages set in the style shown in Fig. 1, in which illustrations are to be placed in the text matter, it is rather difficult to estimate accurately. In printed matter of this kind, where it is extremely difficult in advance to give a head to each page of the dummy, or heads to certain pages, and to keep the matter strictly within the limits assigned, the better plan sometimes is to adopt a running-head style, as in Fig. 1. Then, if a description cannot be made to end on one page, it may be run over to another. The title, Valuable New Premiums for I. C. S. Students, was run at the top of all the pages of the catalog from which Fig. 1 was taken. If this plan is impracticable, proofs of all the cuts may be pasted in the best possible arrangement on the various pages, and then the spaces left for body matter calculated carefully so that the right amount of copy may be written for each space.

The outside dimensions of the leaf of the catalog shown in Fig. 1 were  $6\frac{3}{4}$  in.  $\times$   $5\frac{1}{4}$  in.

6. With the more pretentious catalogs and booklets, it is better to lay out a general plan, which can be varied, of course, if changes seem advisable after the copy has been written and the illustrations prepared. Suppose, for instance, that it is decided to prepare a 32-page catalog. The first of the inside pages might be assigned for a title page, the second page for the copyright notice, the third for the index, the fourth for a fine full-page half-tone of the factory of the manufacturer, and the fifth, sixth, and seventh pages for a strong article on the methods of manufacturing, the excellence of the product, the indispensable character of the product, or some other appropriate matter. Another good illustration could be run on the eighth page. Eighteen pages might be assigned for descriptions and illustrations of the products, the five pages following filled with testimonials of users,

### Leather Suit Case

Nothing is more convenient to one who travels even a little than a first-class suit case. Its shape permits it to be carried easily in crowds and on trains, and it holds enough for all short journeys. Suit cases are much more convenient than large bags or small trunks.



The suit case we offer is 24 inches long, spendidly made of cowhide, with corners extra strongly protected, is leather-tined, and has a steel frame that will withstand all ordinary usage. The mountings are of brass finish, and the lock is an extra good one. The handle is of the best style, and is fastened so that there is no danger of its pulling out. This suit case is

of the best workmanship throughout and could not be bought in any store for less than \$7.50; with ordinary use, it will last a lifetime. We offer it to any student that assists us to sell two Scholarships priced at \$25 or more.

### Leather Traveling Bag

This bag is a most useful article to men as well as women. It is 16 inches long, made of black walrus-grain leather of fine quality,

with trimmings of dull-finish brass. It has an unusually good lock, substantial end clamps, is reinforced at the hinges with stout leather, and has a leather lining. The bag is handsome in appearance and would cost \$6.50 at any retail store. We will give it as a premium to any student that assists us to sell two Scholarships priced at \$25 or more.



Fig. 1

and the last page made a "how-to-order" page, including perhaps a guarantee clause, etc

7. In catalogs of the kind just described, the first inside page is usually made a title page with very little matter on it, as shown in Fig. 2. Sometimes pages 1 and 2 are left blank and page 3—the second right-hand page—becomes the title page. Occasionally, in his desire to get a great deal of matter in a few pages, the writer plunges into the subject on the first page, providing for no title page; and sometimes, when space is at a premium, even the inside pages of the cover are used for some feature that can be separated well from the main body of the catalog. Again, the book may begin with a "foreword," a brief history of the business, or an introductory talk about the product (see Fig. 3) on the first, second, and third pages, dispensing entirely with the formal title page. Fig. 3 is set in Old-Style Antique throughout.

Much depends on the taste of the writer and the subject treated. What would be appropriate for a mail-order catalog of low-priced goods, where mailing expense necessitates the economizing of space, would be decidedly inappropriate for a catalog of automobiles or high-priced furniture. In Fig. 4 is shown an example of an introductory page of a catalog of high-grade pianos. Note the harmony of the decorative treatment and the color with the subject of the catalog. This page was the fifth of the catalog. In the catalog of which the page shown in Fig. 2 was the title page, this first page was given up to the title and subtitle, the trade mark of the firm, the signature, the address, and the copyright notice. The copyright notice was in this instance put on the page with the title, but it is often put on a page by itself following the title. Fig. 2 is set in Cheltenham Old Style throughout.

8. Not only should the work be laid out in detail as to cover, title page, and introductory page, if any, but also as to illustrations, text, testimonials, index, etc., for obviously the amount of straight text to be written depends on the size of the illustrations and the space that other features will take up.

# Personal Appearance

And How to Make the Most of It



PUBLISHED BY

Browning, King & Company
Cooper Square at Fifth Street
New York

Copyright, 1907, by Browning, King & Company

# Why it is "Old Hickory"

LD HICKORY, as a name, was once applied to a famous American statesman, the leader of his day and generation. The same name is applied to our line of fashionable rustic furniture, the leader of its day and generation. "Old Hickory" Jackson and his Old Hickory Chair are now part of our country's history.

Statesmen of long ago, Webster, Clay, Calhoun, and Benton, were partial to the hickory chair with its broad expanse of bottom, and no old-time hotel or mansion was complete without a dozen or more on its lawns or verandas or in the spacious libraries.

Nothing enters into the construction of this furniture but hickory, the strongest of our native woods. The bottom and backs are plaited by hand, of the inner-growth hickory bark, which can be stripped from the trees only at certain seasons of the year.

This hickory bark is of far greater strength than any other seating material.

This product is delightfully rustic in appearance. All framework is made of young hickory saplings with the bark on. These are chemically treated so that all germ and insect life is destroyed.

Some day we expect this material to be exhausted, but before that time comes, we hope, with the cooperation of the furniture consumer, to place "Old Hickory Comforts" in countless homes.





# INTRODUCTORY

HOSE who have been closely in touch with the trend of musical sentiment in recent years have observed a marked development of critical judgment and a deeper interest in all that pertains to higher accomplishment. A natural consequence of this evolution is the growing demand for a piano of a higher standard than obtained in the past.

In making the Conover Piano, we have held present-day requirements constantly in view and have created methods by which they are best fulfilled. The Conover Piano, therefore, is distinctly a modern instrument. It embodies principles that experience has demonstrated to be the foundation of superior tone quality, and it is made in accordance with the most advanced ideas of construction.

Produced under these conditions, it is a piano that not only meets the demands of the exacting and accomplished player but exerts an important influence for the betterment of musical knowledge.



By thus assigning to the various pages of the dummy the matter that is to fill the catalog, the writer can prepare his copy more systematically and will not be obliged to make extensive changes in his plan when he has finished writing.

9. Estimating the Amount of Copy Required.—In Fig. 5 is shown page 2 of the same catalog of which the page shown in Fig. 2 is the title page. Before writing this page, the writer had decided on the style of the book, had laid out the job in dummy form, and had estimated about how many words of matter a page would hold after space had been allowed for the running head, Browning, King & Co., and the page head, Personal Appearance. When a special type like Cheltenham (see Fig. 5) is to be used, the best way to estimate the number of words required is to get some printed matter that has been set up in the type desired, measure off on it the size of the page, and make a count of the words; or count half a dozen lines and get an average.

Of course, no writer can prepare his copy so that it will always fill the assigned space exactly, but after a little experience he will be able to come within a few lines of the right amount on most pages and strike it just right on many. When he gets the first proof of the set copy, he can cut out a line or so somewhere if the matter overruns the allotted space; or, if it runs short and no more matter can be added without making the language seem "padded," perhaps an extra subhead can be inserted between the two paragraphs to take up the shortage, provided the pages are set in a style in which subheads are placed between paragraphs.

10. Failure to follow some such system as that which has just been outlined will result in too much or too little matter being prepared for certain parts of a catalog, and this will mean extra labor, time, and expense. In Fig. 5, for instance, if the writer had written 50 words more, the matter could not possibly have been used on this page, and as the following page was devoted to a different branch of the subject, none of it could have been carried over. The writer would have had to "kill" 50 words somewhere.

### PERSONAL APPEARANCE

The excellent drawings in these pages illustrate the very newest designs in Suits for the Summer of 1907, as made by Browning, King & Company.

The subject of the book must interest every man or boy who is concerned as to his personal appearance.

For those who, seeking the best in apparel, ask the reasons Why, our answer is found in all our clothing.

Our facilities for manufacturing are exceptional and the workshops in our New York Factory are wholly removed from contamination of the sweat shop.

Exclusiveness in patterns is secured by our control of the piece goods made for us from our own designs.

No other house shows as many different models of Suits as we make.

Under the personal direction of our own designer, every new tendency in dress is submitted to skilful consideration and so modified as to meet the exactions of the best taste.

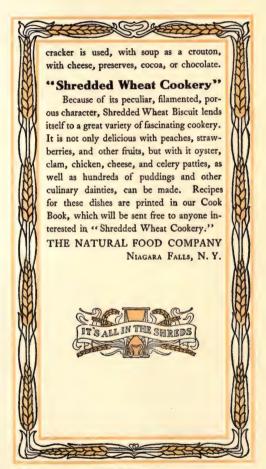
The traveling public especially will be interested in the facilities for prompt service afforded by our 16 retail stores.

We cut all patterns in Regular and Half-Sizes, in order to meet perfectly every requirement as to fit. It often happens that the treatment of one subject will cover a number of pages, but the number of pages that will be devoted to a subject should be determined in advance and the writer should endeavor to prepare just the required amount of matter. Where there is some doubt as to how an article intended to cover several pages will run out, it is a good idea to furnish with the copy some optional paragraphs; that is, paragraphs that may be used if they are required to fill a space or may be left out if they are not needed. In such cases, a memorandum should be written near the optional matter, making it clear to the printer that he may or may not use it, according to the need.

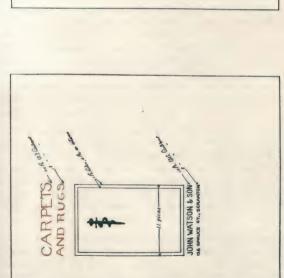
- 11. Some catalogs and booklets are prepared on the loose plan of going ahead and writing as much matter as the various subjects seem to require, and having it set without estimating or having any regard as to how many pages any particular subject may require. When this is done the only way the pages can be made up well is to let the matter run along in a plain style, without page heads, or to adopt a running-head style. Even then there is danger that copy written up for a 48-page circular will make 52 pages, which will necessitate either killing four pages of the composition and bringing the number back to 48 pages, or supplying more matter and bringing the number up to 56 pages, a multiple of 8. Besides, the running-head-title style is not suitable where it is desired to make certain features of the catalog prominent.
- 12. There are catalogs sent out with pages partly filled with text matter and partly blank, but such arrangements, unless artistically treated, are commonplace, and lack the pleasing symmetry of the circular with pages uniform as to the amount of matter on them. This criticism does not apply to pages containing special display features; these are not always expected to be uniform with other pages. A final page of a circular with a little blank space left does not necessarily present a poor appearance. Sometimes, it is better to leave a half page blank at the end of a circular than to put in matter that is obviously of a padded nature,

but, as a rule, blank parts of text pages in the other parts of a circular should be avoided. When blank parts do occur through inability to estimate the amount of matter accurately, and enough appropriate matter cannot be written to fill them, sometimes an illustration, a trade mark, or an ornament, can be inserted instead, as shown in Fig. 6.

- 13. Of course, in preparing copy for such simple pieces of printed matter as folders, mailing cards, etc., preliminary planning and laying out is not so important. Ordinarily, the ad-writer may write the copy for a folder or mailing card and then decide how he will have it printed. If, however, a 6-page folder is to deal with several different points, the ad-writer will find it an advantage to handle the work as he would that of a booklet, deciding on the size and writing up the matter for each page of the folder separately.
- 14. Estimating Copy for Illustrated Pages.—Where text matter is to be set below or both above and below illustrations, as in Fig. 1, the writer must figure even more carefully than ordinarily as to how many words will be needed to make the page come out right. The size of the cuts should be decided on first in order to learn approximately how much space they will take up and how much room will be left for text, because printers will charge extra if they must set additional matter after the first proof is submitted. However, it is usually necessary to cut out or to add a line or two on some pages of a first proof, no matter how careful the writer may be. It will simplify the work for both the writer and the printer if the exact shape and size of the cut is drawn on the page of the dummy on which the cut is to be used. the cut is not rectangular, but is of irregular shape, it is advisable to show the irregular shape. This can be done easily by placing the cut on the page in its proper position and drawing a line around it.
- 15. Handling of Illustrated Features.—It is in illustrated catalogs, booklets, and folders that the ad-writer will have opportunity to use his best judgment about good effects in printing. In Fig. 1, for instance, the general appearance







# Carpets and Rugs

John Wetson & Son ( 18 P. o.) Defended of the Spruce St. Screnton Pe.



of the page is rendered much better by having the first two lines of the description of the leather bag run entirely across the page, and by having just enough text to come down to the bottom of the page. The page would present a poor appearance if the last sentence of the description of the leather bag were not added, for then the cut would project lower than the text matter.

### MAKING PAGE LAYOUTS

16. In order that the ad-writer may make his ideas clear to the printer, he should perfect himself in the making of layouts, for by means of these he can determine very closely what the finished work will look like and also insure securing the reproduction of his ideas in type. Great care should be exercised in the preparation of layouts, as a very slight mistake, such as writing the size of the body type wrong, might necessitate the resetting of the whole job.

Before making a layout, it is necessary to determine the size of both the cover and the inside pages. If a dummy has been made, these details will have been fixed.

Sometimes it is advisable to have the cover lap the inside pages \( \frac{1}{4} \) inch or more; this style is in favor at present for high-grade booklets.

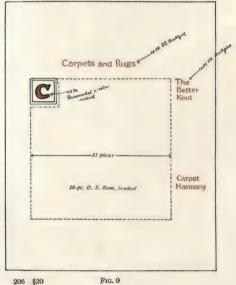
- 17. Layout for a Catalog.—The various steps in making a layout will be made clear by illustrating the plan of a layout for a  $5\frac{1}{2}$ "  $\times$  7", 16-page catalog advertising carpets and rugs, the cover of which is to be printed from type on coffee-colored Herculean antique cover stock, 221  $\times 28\frac{1}{2}$  -70, in bright-brown and green-black inks, while the inside pages are to be white antique book stock,  $28 \times 44-100$ . printed in the same colors as the cover.
- 18. Cover.—The first step is to lay out the cover design carefully on a layout sheet cut to the proper size and then paste this on the dummy, taking care to allow generous margins. In Fig. 7 is shown a layout that could be used for the cover of this catalog. This production is only half as

wide and half as high as the original, and the outside lines are merely to show the size of the page. Note the simplicity of the design and the fact that only the name of the article is in color. Another good color scheme for the design would be to put only the rules or the ornament in color, with the remainder—that is, the type lines—in the green-black. Note that in Fig. 7 the design occupies only a small portion of the page.

- 19. Title Page.—In Fig. 8 is shown a layout for a title page of this same catalog. Note the simplicity of design. the generous use of white space, and that the setting is entirely in upper and lower case. Fig. 8 is only half the length and width of the original layout. The outside lines are merely to show the boundaries of the page.
- 20. Body Pages.—In Fig. 9 is shown the layout of the first page of body matter (Fig. 9, as well as Figs. 10, 11, and 12, is only half as long and wide as the original sheets) with the head "sunk" 4 picas; that is, placed 4 picas lower than the beginning of the other pages of body matter. The first paragraph is started with an ornamental initial in two colors. the letter being in bright brown and the ornamental portions in green-black. This is to be page 3 of the catalog, the idea being to leave page 2 blank.

Fig. 10 shows the layout of two facing pages of the regular body matter of the catalog properly margined and laid out for the printer. As the booklet is to be printed on white antique stock, Old-Style Roman type will be appropriate for the body matter and Old-Style Antique for the headings and subheadings. To make the body pages easy to read, they will be set 21 picas wide, allowing ample margins all around, and especially wide margins at the outside and bottom.

It will be seen by referring to Fig. 10 that the subheadings of this catalog are to be set in the margins. These are placed outside the first line of the paragraph dealing with the subject mentioned in the subheading, with about 12 points of space between the side of the body matter and the





### CARPETS AND RUGS



JOHN WATSON & SON

## Carpets and Rugs

Latest Importations
Highest Quality
New Designs

Scranton, Pa. John Watson & Son 126 Spruce St.

F1G. 12

\$ 20

Fro. 11



subheading. The headings are to be squared on the bodymatter side; that is, on the left-hand page, the subheading will be flush on the right-hand side and irregular on the lefthand side, while on the right-hand pages the subheading will be squared on the left-hand side and irregular on the righthand side.

All text pages of this catalog are to have a running head set in 8-point caps. This head is to be centered in the measure, and underscored by a light rule, as shown in Fig. 10. This style gives uniformity to pages without page headings that otherwise would appear rather flat. The layout shows the method of marking the size of type and measure, and will be easily understood by the printer.

21. Remarks on Layouts.—These layouts, one for the cover, one for the title page, one for the introductory page, and one showing the desired arrangement for the regular body pages, are ordinarily enough to convey the ad-writer's ideas to the printer. But if some special arrangements are desired for other pages, additional layouts should be made.

If the laid-out work is to be submitted to an advertiser for critical inspection, it is well to wait until he has passed on it before writing in the directions about type, etc. In such a case, it would be advisable to make the cover layout on the cover page of the dummy, so that the advertiser can see how the colors of the inks harmonize with the cover stock. The other layouts could be made on layout sheets first and then pasted in the dummy. If the dummy is not to be shown to any one for critical inspection, directions about type, etc. may as well be written on the sheets at once.

22. The suggestions given in Layouts apply also to catalog and booklet layouts; that is, unless the ad-writer is thoroughly familiar with types and knows what the printer has in stock, he should allow the printer some liberty. A high-grade printer will usually have ideas on some points that will be of great assistance to the ad-writer.

Figs. 11 and 12 show how the cover page and the title page of this catalog job look when set up.

### WRITING THE COPY

### METHODS OF SECURING DATA FOR TEXT MATTER

- 23. Amount of Copy Required for Catalogs, Etc. Copy for catalogs, booklets, folders, etc. differs from copy for advertisements principally in the matter of extent. Some of the chief selling points of the advertiser's goods or his service are exploited concisely in his advertisements. They attract attention and develop interest; in other words, open the way. The remainder of the story is told by the advertiser's printed matter, which necessarily goes more into details than does the advertisement. Intelligent study and research must usually be carried further when preparing the catalog and the booklet than when preparing the advertisement, because the printed matter designed to close a sale must give all the information necessary to close it.
- 24. Of course there is a wide difference in the matter of detail information between the 8-page booklet that treats of only a simple subject, or some characteristic features of a broad subject, and the 48- or 96-page catalog giving full information about the many divisions of a broad subject. The National Cash Register Company, for example, might print an 8-page booklet with the title of National Registers versus Cheap Registers, devoted solely to some general points of superiority of the National Registers over those of other manufacturers, that would be very different from the complete catalog that it would send out in response to inquiries about registers. Therefore, it does not follow that every piece of printed matter should deal with all the features of a business. If the advertising office may be compared to a battleship, then it may be said that there is need for the 3-inch rapid-fire gun and the "six pounders" as well as for the 12-inch rifle. Each fills a certain need. advertiser must use his judgment and not try to make a booklet or folder answer if a large catalog is needed, nor

thrust bearings, and represent an important consideration in insuring the long life of our cars.

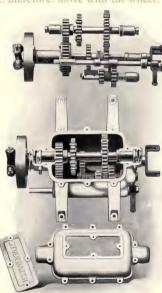
CONTROL. The spark and throttle levers work on a sector mounted on top of the steering wheel, but which is entirely independent of the position of the steering wheel itself. This sector does not, therefore, move with the wheel,

but always stands in the same relative position to the operator. The advantages of this arrangement will be appreciated, particularly when the car is being driven through the dark.

The throttle regulation alone is so perfect that the car may be driven as slowly as five miles per hour while on the highest gear.

The change gear lever and the emergency brake lever are at the side of the seat. The clutch and service brake are worked by foot pedals, in keeping with the best practice.

BRAKES. There are two sets of brakes, entirely separate; one is worked



Model G Transmission and Case

by a foot pedal, the other commonly spoken of as the "emergency brake." is worked by a lever at the side of the operator's seat. The brake commonly used, and controlled by the foot pedal, works a constricting band on a drum mounted at the rear of the transmission case. The side lever controls the emergency brake, which is applied to both



should he use a large catalog if a brief booklet would better meet the need.

25. Securing the Necessary Data for Booklets, Etc. There is nothing mysterious about the way in which skilled copy-writers secure the data that enable them to turn out ten or twelve different booklets on as many different subjects in a month.

The study of an advertiser's old printed matter often shows strong points about the business or its products that have never been written up as they should be. But the copywriter cannot depend for his information on the old printed matter of the advertiser. He must get at the root of the problem by examining the article to be sold and by asking questions, just as if he were a prospective buyer. If it is a manufactured article, he should visit the factory and look into the process of making and talk with the inventor or designer. He should go direct to the manufacturer for an exhaustive interview, not only to find out about the product itself but also about the manufacturer's previous experience with booklets and catalogs, if any; and he should find out what advertising literature has seemed to pay and what has not, what the manufacturer has found to be the best selling points of the article, what competitors are offering and what literature they are using, the condition of the market, and various other points. The questions that inquirers ask and their reasons for not purchasing should be suggestive of what is required.

26. The writer need not imagine that with a superficial examination of an article or a brief inquiry into the needs he can go to his desk and write a catalog or a booklet that will sell the goods to every prospective purchaser. Plans and argument that sell goods are founded on salient facts, and such facts cannot be ascertained except by a close study of the commodity to be advertised. No amount of skilful writing will compensate for a scarcity of vital information. For example, to write a catalog containing such details as are contained in the page shown in Fig. 13, requires a close study

of the article and collaboration with those possessing technical knowledge of the subject.

27. Discovering of Unexploited Points. - It may seem that such a commonplace article as a shoe could not be described in any new way or that no very interesting facts could be brought out. Yet the Regal Shoe Company conceived the plan of leaving uncovered a small square space on the soles of their shoes, which they called the "Window of the Sole," and which showed that the sole was of the best, white, oak-tanned leather. Other shoes on the general market had white, oak-tanned leather soles and possibly some of them had a better quality of sole than the Regal. but the Regal Shoe Company was the first firm to emphasize the use of white, oak-tanned leather for the soles of their shoes in preference to red leather, and the impression was made on the public that Regal shoes were the only shoes that possessed this feature. Later, this shoe concern used the plan of attaching a "specifications tag" to each pair of their shoes, which tag showed the exact materials used in the different parts. Thus it will be seen that one of the characteristics of the good copy-writer is what is called in the newspaper world "a nose for news."

There is a great opportunity for the capable catalog and booklet writer. Rarely does a pamphlet exploit the fundamental selling points of an article as it should. Points that the good salesman uses every day are often overlooked when the catalog is prepared. It is advisable to interview the best salesmen of the advertiser's goods when possible. They will be able to give much valuable information.

Just as in a news article, where the items of information command interest, so in the catalog or booklet, the interesting facts are the most important features. Especially in catalogs directed to people possessing technical training, such as engineers, should the writer deal with details; such readers have little patience with a catalog that is full of flowery phrases, popular descriptions, and imaginative language but does not give definite information.

28. Libraries, Textbooks, Etc. as Aids to Copy-Writers.—Reference books are of great service to writers of advertising literature. If it is desired, for instance, to get up an attractive booklet regarding the value of realestate investments around New York City, a good plan would be to study the history and development of New York, from the investment point of view and to get the figures of some of the sales of real estate that occurred in and around that city many years ago, and then compare them with recent sales in order that the increase in values may be shown. This does not mean that the writer shall fill pages with uninteresting, immaterial facts about the history of New York, but that he shall pick out strong, pertinent items.

If he is writing about a tobacco, a coffee, a breed of cattle, etc., he will find much information of value and interest in the best encyclopedias. Most of the large libraries have bound volumes of the leading magazines extending over many years, and have at hand indexes in which one may readily look up all articles on a given topic that have appeared during many years. From these articles, the writer will usually be able to get many good points. need not use the exact language of other writers, but may use the fact, or point, and express it in his own language.

29. Keeping a File of Material.—The writer that prepares and keeps up to date the thirty or forty different circulars of information of the International Correspondence Schools (from 32 to 96 pages each) has a large file envelope for each subject on which the Schools issue a circular. Every article that he sees in a newspaper, magazine, or technical journal that he thinks will be of use at some time in preparing a new circular, he clips out and files in an envelope devoted to that subject. He keeps competitors' catalogs, booklets, and folders in these envelopes in order that he may be prepared to meet the arguments that they use. When a good letter from a successful student comes in, permission to print it is asked of the student, and the letter is filed in the proper envelope. The result is that when a circular is to be prepared, the writer usually has a great deal of material at hand to study and modify to his use. Many circular writers and advertisers follow this plan of keeping an extensive file of articles and arguments.

30. Published Items as Aid to Copy-Writers. Articles that constitute the very best possible material for catalogs and booklets frequently appear in newspapers and magazines. Often, it is advisable to get a publisher's permission to print all or part of some copyrighted article. Strong expressions from an unbiased point of view lend plausibility and strength to an advertiser's claims. Frequently, such a clipping may be reproduced facsimile or made into a display page. If, in a booklet about real-estate investments around New York, several strong paragraphs can be quoted from influential journals or from prominent men, it cannot help but give weight. Complimentary items in newspapers and trade magazines regarding the advertiser's product also prove useful. Fig. 14 shows how two news items about disasters caused by the falling of water tanks were made up into a page illustration by a manufacturer of an improved water system—one that dispenses with the dangerous elevated tank. These items supported the manufacturer's argument strongly.

In Fig. 15 is shown how an extract from a telephone engineer's address was used to advantage in a telephoneengineering circular of the International Correspondence Schools. This address was copyrighted, but the magazine owning the copyright willingly permitted the extract to be reproduced.

It will be observed that many of the examples shown in these pages measure  $5\frac{7}{8}$  in.  $\times$   $8\frac{7}{8}$  in. or thereabouts. This is made necessary by the difficulty that would be encountered in trying to show larger pages in a textbook the size of this one. It should be understood that in practical work the writer is not confined to catalogs of this size of page. The ideas and principles set forth here can be applied to circulars of all sizes.



### SEVEN PERSONS BADLY HURT NATER TANK TAKES PLUNGE

Big Reservoir Crashes Through Three-Story Building at Pittsburg-Warning Causes Many to Escape Pittsburg, Pa., June 8.-A 10.000 gallon water tank crashed down through the three-story brick suilding at 537.545 Liberty avenue this afternoon, causing the rear wall to fall out and injuring seven persons so that they had to be taken to hospitals.

The building is occupied by John Fita, a wholesale butter and egg merchant; the S. M. Petty Wall All will recover, although their injuries Paper company, and T. S. Mercer & Co., wholesale Thomas S. Mercer, his son George, three women, and James Robinson, a teamster, were onsist of broken limbs, scalp wounds, and lacer-

The crash came with a few moment's warning, which accounts for the small list of injured. There are about fifty employed in the building and the maprity were enabled to escape.

## Huge Steel Water Holder Fell Clear from CRASHED THROUGH FACTORY

the Roof to the Basement

Brooklyn, N. Y., Aug. 28. - A huge steel lank conlanting 20,1800 Salions of water, which was recently everyed on the root of J. S. P. Cousin's shoe factory, at Grand and De Kalb avenues, topped from its brok foundation, washed intology the roof and five floors,

Wreeking the building and stock to the extent of The building was more damaged than the stock. About 500 men and kirks are employed in the fourer-

If the accident had happened as hour souther, has Nefere the employee, this work, many would incloude The various three were delinged with water Nearty the entire stock of the shoe manufacturers was tuned and much of the machinery in the building was

the engines which sulpidy power to the factory were weeked. In the basement, where the tank landed, it is not known just what caused the accident, but the manufacturers believe that the brisk foundation

Fight feet high, which was only recently built and on The only person in the factory when the tank (e.j.) was Adam Issdecker, the watchings, who was on the first floor. Fortunately he was in humber part of the finiting on a round of inspection when the crast which the tank rester! was not firmly set,

### The Future of the Telephone

NLY a few years ago the telephone was considered in much the same light as the automobile is today. Its cost was prohibitive for any but the well-to-do, and its utility was questioned by most of those who could afford it. For the residence, it was looked who could afford it. For the residence, it was looked will be recognized as a valuable aid, perhaps, it was by no means considered necessary. Contrast this with the present condition. Its reduced cost has now brought it within the reach of people with only moderate means, and its usefulness and convenience in social affairs, and its indispensability to the business world have been demonstrated beyond doubt. The question of the up-to-date business man is a few of the pro-date business man is a second to the up-to-date business man is up-to-date business man is up-to-date business man is up-to-date business man is up-to-date business. The up-to-date business man is up-to-date business. The up-to-date business man is up-to-date business. The up-to-date business man is up-to-date business man is up-to-date business man is up-to-date business man is up-to-date business. The up-to-date business man is up-to-date business man

While the growth of the future, taking the number of telephones installed in proportion to the people in the country, may not be as great as that of the past, numerically considered. I think it will be much greater and far in excess of the increase in population. Along what lines will this growth take place? In my opinion, it will be in residences and small retail estab-lishments in our cities and towns, and among dwellers of the rural districts that it will be most noticeable.

### The Probable Increase

I have estimated that a little less than 50 per cent. of the people of this country appreciate the advantages of the telephone; yet my estimate is considered too high by many who say that not more than one-third of the inhabitants of this country really know about the telephone, and that a large percentage of these are not at all familiar with its advantages. In delense of their argument, they call attention to the fact that the ratio

that a large percentage of these are not at all familiar with its advantages. In delense of their argument, they call attention to the fact that the ratio of telephones in use to the number of people in the country is only one to sixteen, while, they assert, the country will easily support one telephone to every five people. In some localities this is the ratio at present, and in my opinion the country could stand as great a general development. I think I am not oversanguine is saying that at the end of the next decade, the comfortable home that is not equipped with the telephone will be an exception to the rule. People of moderate means, both in the cities and in the country, will have them installed in their homes, and landlords will equip the places that they have to rent with telephones, its as the modern flats and terraces of today have refrigerators and steamheating plants installed, and are equipped with gas stoves and electric light. So far, we have considered only the increase in local use. The long-distance development, to my mind, will be just as great. The service between neighboring towns and villages will be brought to a very high order, and the interstate and transcontinental business will be developed to an extent scarcely dreamed of today. Independent through lines will connect all the large centers of population, and the congested condition now so prevalent in many places on short hauls will be relieved by increased circuits and better facilities for handling the service between local points, and lorwarding it to the large centers for delivery to the through lines. The long-distance delephone is destined to cover a much larger field than at present. It will not take the place of the telegraph, but will continue at present. It will not take the place of the telegraph, but will continue to develop new business for itself that does not today exist. It is now being quite generally adopted by the railroads in conjunction with their present felegraph systems, and is being used almost exclusively by the interurban traction systems of the country.

James B. Hoge, in an address before the West Virginia Independent Tele-phone Convention, published in TELEPHONY.

### ITS COMMERCIAL USES

### Crucibles

Graphite crucibles are used in the manufacture of crucible steel, phosphor-bronze, and other metal alloys that must be subjected to very high temperatures. For most of this work graphite crucibles only are practical, because they will stand a very high temperature without melting and do not crack readily when exposed to sudden and violent changes of temperature. Only the best quality of flake graphite is suitable for the manufacture of crucibles, and it sells for from \$150 to \$200 a ton.

### Lubrication

Graphite is used alone or with oil or grease as a very efficient lubricant. It is particularly valuable in places where it is exposed to extremes of temperature, as it is affected neither by heat nor cold. It is the only lubricant that can be used between wood surfaces, hence its adoption by piano makers. High-grade flake graphite makes the best lubricant.

### Pencils

The ordinary "lead" pencil is really filled with a mixture of graphite and clay, the amount and quality of graphite depending on the grade of pencil. If graphite was of no other use than for the manufacture of pencils, it would be a most valuable mineral.

### Paint and Polish

Graphite is much used as a preservative coating for steel bridges, and outside metal work, as it does not crack or peel with the contractions and expansions of the metal, and is practically unaffected by weather or atmosphere. Stove polish is mostly graphite, and some shoe polishes and leather dressings are based on graphite.



31. Procuring of Technical Descriptions.—When matter that is extremely technical must appear in a catalog or a booklet, and it is a subject with which the copy-writer is not familiar, he may find it necessary either to refer to some standard textbook for the information or to have some person familiar with the subject write up part of the circular for Sometimes, the extremely technical part of a catalog (see Fig. 13) will be written by an engineer or a designer in the employ of the manufacturer, the advertising man going over the matter and strengthening it from the sales point of view. It would be impossible, for instance, for the writer with only a general knowledge to prepare a booklet describing with perfect accuracy the workings and advantages of the Bundy steam trap system unless he consulted a modern work on steam machinery or had the assistance of the manufacturer or of some engineer. Nevertheless, the description of the advantages of a machine or other article should never be left entirely to the maker or designer of it, for, as has been suggested, he will sometimes fail to bring out a very important point that a trained ad-writer would.

The advertising man should ask questions until he knows that all the important points have been brought out. "Why is this article better than others of its class?" said an advertising man to the manufacturer of a dental article. The manufacturer began to explain the shortcomings of the other articles then on the market and went on to demonstrate how his preparation did its work perfectly. This was the chief selling point, yet in the descriptive matter that the manufacturer had prepared for the advertising man to use, he had failed to mention this feature. It remained for the investigating spirit of the advertising man to bring out this point.

In Fig. 16 is shown a reproduction of one of the first pages of a graphite company's prospectus. The man that wrote the circular had no intimate knowledge of the commercial uses of graphite when he undertook the work, but he made a careful research and study of the subject, with the result that he found many interesting facts to set forth. The display of Fig. 16 is in Powell; the body, in Old-Style Roman.

### LOGICAL TREATMENT OF SUBJECTS

- 32. If a man goes out to sell something by personal canvassing, he must be tactful in his approach, take up the points of his canvass in their proper order, treat them convincingly, so as to command and hold interest, and bring his canvass skilfully to a strong climax at the close; and the writer of catalogs and booklets must keep in mind that because his canvass is to be printed is no reason why he should not make a careful study to have the best arrangement as to order of subjects or items. Indeed, logical arrangement is more necessary in printed matter than in an oral canvass, because if the reader is once repelled, wearied, or confused, his attention may be lost for all time. As advertising is only salesmanship in print, it is here that the writer's ability as a salesman should be brought into play. He should never forget that he is to do the work of the salesman.
- 33. Catalogs of Staple Goods.—In a catalog of staples, for which there is a universal demand, no space need be taken up in an argument for the use of the goods. For example, in a catalog of wagons, it would be folly to devote three or four pages to an argument about the use of wagons, because the use of the article is well established. All the space of such a catalog should be filled with attractive illustrations and descriptions of the advertiser's wagons and strong arguments about their excellence.
- 34. Catalogs of Luxuries or New Devices.—When, however, the article is one that is more of a luxury than a recognized necessity, such as a piano, a concise argument about what a piano means in the home in the way of pleasure and attractiveness would be advisable, and this should go properly in the front of the catalog, for the catalog may be read by many that have not fully decided that they must have a piano.

Note, in Fig. 17, how the first part of a booklet about a safety razor begins. The first step here is to prejudice a man

### RAZAC USE

THE man who reads this book either shaves himself or goes to the barber. In the latter case he knows the bondage of the barber shop as well as we can tell him-the annoving wait, the lost time, the nervous twenty minutes in the chair, the general inconvenience of not having a shop at hand where or when he wants it, the ruthless scrape of the strange barber, the danger of towels and tools that reek of other faces, the expense—which at a low estimate is \$15 a year for shaving alone, to say nothing of the expected tip-and above all, the fact that about a third of the time the man who depends on the barber shop isn't shaved when he ought to be.

against the barber shop. Fig. 18, the opening page of a booklet about a science library, shows the right way of opening such a subject. (The light rule around these pages is used merely to show the size of the page.)

In a business-school booklet, the first subject treated should be the value of a good business training—what it means to a young person, the opportunities open for employment, advancement, etc. Then should follow a description of the service that the advertiser has to offer.

In a booklet intended to rent boxes in a safe-deposit vault, the writer should first show the importance of keeping valuable papers, etc. where they will be safe. Many persons do not realize the value of a safe-deposit box, and it is best to "drive the fact home" before describing the service that the advertiser offers.

Determining the Character and Position of Matter. - In determining the character of the matter and the position it should occupy, the following general principle may be followed: Does desire or demand already exist? If so, proceed at once to a description of the goods, bringing out all the selling points. In the section devoted to selling points—before the description of the goods or along with it -would properly come the argument for the advertiser's superior methods of manufacturing and his plan of selling. Then should come the cost and any strong closing argument, such as free trial, guarantee, etc., that the advertiser can bring to bear.

If no distinct desire or demand exists, an effort to develop and create one should come first. Referring again to realestate advertising, if a booklet is to be prepared to sell lots in a suburb of New York or Chicago, it is not enough to describe the lots. The writer must first show the great profits made in real-estate investments like those he is offering, the security, the circumstances that make increased value certain, etc.

Note in Fig. 19 how skilfully the needs of various persons for an "emergency case" are brought out. On reading an

### THE NEW SCIENCE LIBRARY

### The Way To Be a Thinker

Is to get in touch with thinkers. All the world's prizes are captured by those who have seasoned their energy with the spice of originality—and originality means the habit of clear and fresh thinking. Originality can be developed—and is developed—by contact with original minds.

Even the best of us have a tendency to fall into mental ruts, to go plodding on, year after year, in the same track, to do things without knowing precisely why.

The way to keep mentally alive, the way to be original, the way to be a success, is to talk with brainy people and to read books that make you think. That's the reason the New Science Library is a cure for mental paralysis. It will lift you out of the dull circle of commonplace things; it will give you new thinking power and new ambition to know more.

It will tell you what the famous Darwinian theory is; how the planets are weighed and their motions charted; what radium is; what ideas Herbert Spencer brought into the world; how liquid air is made and used; how electricity makes the trolley car go—and a thousand

### Needed by Everybody

Every sportsman, automobilist, bicyclist, and ball player needs one of our Emergency Cases. The fatther you get away from physicians, the more valuable the Case becomes. You jeopardize your life when you fail to take it with you. The Case is light and handy. It may be carried in the pocket. It should be in your grip or your trunk wherever you go on your vacation or your camping trip.

Every cook and housekeeper needs an Emergency Case, for it affords an immediate and safe remedy for the scalds, burns, and cut fingers that are of frequent occurrence. It

relieves pain and saves annovance.

Every mother needs one. Children will get scratched by the cat, bitten by the pet dog, and stung by insects. It is extremely important that these hurts be given prompt, sanitary treatment. An Emergency Case will pay for itself many times over in the saving of doctor's bills, because it prevents serious complications.

Every school teacher has almost daily need for an Emergency Case. With it at hand she will have no difficulty in caring for pupils that suffer injuries in play or otherwise. Such service will raise a teacher in the esteem

of both pupils and parents.

Out on the farm miles away from the doctor, the U. S. Emergency Case becomes an absolute necessity. A farmer could buy nothing for several times one dollar that would be of as much value to him, for he is likely to find a good use for it in the home or in the field every week.

Machinists, engineers, carpenters, and all persons handling tools or engaged in work where they are constantly liable to injury should never be without U. S. Emergency Cases.

One should be a part of every kit of tools.

Manufacturers, mill owners, etc. should have one of our \$3.50 Cases at hand all the time for the use of their workmen; it saves time and expense and possible suits on account of injuries. The \$3.50 Case contains many times as large a supply of materials and remedies as the dollar size. This is also sent to any address on receipt of price.

### A Handmaid of Health

LEANLINESS is not the only thing that comes with the use of MILLER'S POWER-INE, but health as well. Ammonia is one of nature's greatest disinfectants. When in the pure, unadulterated state, as in MILLER'S POW-ERINE, it will grapple with and readily overcome any of the myriads of disease germs that lie so thickly within the doors of our homes.

Pour a little of it in and around all sinks, drains, and closets. It not only cleans and purifies the air, but annihilates and carries off all sources of corruption from which disease might spring. It induces a healthful cleanliness that banishes roaches, bugs, and other vermin, and makes the whole house redolent with a wholesome sweetness.

What is the use of having pure foods, for which such a popular outcry is being made these days, if the vessels in which they are cooked and the dishes in which they are served are but half washed? If we had microscopic eyes we would be appalled at the amount of grease and dirt that clings to the apparently clean dishes after they have been through their bath of common soap and water.

No such unpleasant thought need come to the housewife who is a user of MILLER'S POWER-INE. The mixture of pure, honestly made soap and full-strength ammonia added to the hot water in which the pots, pans, and dishes are plunged, will, without any extra labor, cut all the grease and dirt as clean as a whistle, and they will emerge bright, shining, beautiful, and, above all, thoroughly clean.

MILLER'S POWERINE is known everywhere, and is sold only in packages. If you have never met it, now is the time to be introduced. argument like this, a prospective purchaser can hardly fail to say in his mind, "That's so, and I believe I need one."

In the example shown in Fig. 20, the writer very logically shows the need of something more than soap for the kitchen. and a careful housekeeper will be influenced by the suggestive argument.

36. Place for the Admonition to Reader .- In Fig. 21 is shown a reproduction of one of the final pages of a booklet, the first page of which is shown in Fig. 16. The information has been given, and on the final page of the book the advertiser brings his argument to a climax by showing the desirability of the investment and by urging the reader to subscribe for some stock.

It is usually best not to mention the matter of cost until desire has been created for the article, unless, of course, the article is either one in the line of staples, where the desire or demand already exists, or one on which the price is so low that it is properly a leading argument. Suppose, for instance, that a typewriter concern made a practice of buying used typewriters and building them up into machines that were almost as good as new, and then offering to sell them for \$35 each. Here, the idea of getting practically a \$100 machine for \$35 is so strong that price may be brought out as a first argument. In any event, the admonition to the reader, the summing up of the argument, the directions for ordering, etc. come logically in the final pages of the book.

### ESSENTIALS OF GOOD COPY

37. Study of Prospective Customers. - While guarding against flippancy or extravagance, the writer should strive to make his catalogs and booklets read as interestingly as magazine articles. To do this, he must study thoroughly the persons that the catalog or booklet is intended for. If the article to be sold is a new heating plant and the booklet is one that is to be sent to the trade, it should give technical information about the heater and its features, for the trade

### A GREAT OPPORTUNITY

HOSE who have read the preceding statements as to the varied and increasing uses of graphite, its growing scarcity, and the expert's report as to the quality and quantity of ore in sight on the Calumet property can hardly fail to appreciate what an investment opportunity is offered.

This is no mere prospect—no hidden or suspected wealth; the property is partly developed and the money is in plain sight. Fully \$70,000 worth of ore has already been mined and stands on the property, ready to be run through the mill as soon as it is finished.

Conservative investors are confident that the stock will be worth considerably more than par as soon as the first lot of ore has been refined

Judging from the work already accomplished, the cost of mining, milling, and marketing the product will not exceed \$35 a ton for the first year. Thereafter the cost will decrease materially.

The selling prices vary with the grade.

High-grade crucible flake sells at \$150 to \$200 a ton. Other grades sell at \$50 to \$150 a ton

At the present low price of this stock it constitutes a rare opportunity, which no one that has any amount of money to invest can afford to overlook.

Order for reservation of stock should be sent, together with check or draft for 25 per cent. of the purchase price, to Calumet Graphite Company, Saint Paul Building, New York,



for seasoning, it is easy to see why the result is a most deliciously tender and wholesome sausage.

### Hams and Bacon

The hams and bacon are allowed plenty of time for curing, which is merely the absorbing of sugar, salt, and spices under proper conditions of temperature. These are finally finished by smoking with green hickory, which gives them the sweet flavor peculiar to home-cured meats. There is in no stage of the curing any forcing or hastening process. No chemicals of any kind are used to cheapen the products. The simple methods of the farm that were first practiced in New England a century ago are the only ones used in our shop.

### Lard

The lard is carefully rendered in open kettles. It is cooled as quickly as possible and briskly stirred while cooling. This simple process produces fine, white lard of the best quality.



will look into this more than the average house owner. If, on the other hand, the booklet is to go to the house owner, its treatment of the technical features must be more popular; in other words, it must not be presumed that the average house owner is a heating engineer.

38. Emphasizing the Strong Selling Points.—In all advertising campaigns there are some particular features of an article that are stronger than any others. These the ad-writer should emphasize in the catalog or booklet.

The owner of a Western dairy farm that sells his products—hams, shoulders, lard, sausages, and maple sugar—direct to customers, lays stress on the purity and the careful handling of his products, and uses everything in the way of description or illustration that will help create and strengthen this impression (see Fig. 22). This advertising policy is a wise one, because retail stores sell products of this kind at prices much lower than those of this advertiser. It will be observed that the Old-Style Antique type used in Fig. 22 makes an attractive page when printed in brown on the tinted paper. If this page were printed in black on white paper the effect would be rather strong and not so harmonious as that shown. Compare Figs. 20 and 22.

- 39. Disadvantage of Repetition.—Repetition sometimes emphasizes, but unless there is some strong argument that can be repeated with advantage on several pages of a circular, the best plan is to treat a point fully in its logical place and then leave it. Many circulars are ineffective because of a rambling style.
- 40. Value of Conciseness.—In his catalog or booklet, the advertiser has opportunity to present his entire canvass as convincingly as he knows how. But because he is free to go into detail, the mistake is too frequently made of either having the circular too long or so uninteresting that no one will read it. The ad-writer should study the product, the method of manufacture, and the selling plan very closely; then he can decide what are the most interesting features and what can be safely left unwritten.

### USE OF TESTIMONIALS

- 41. Testimonials constitute the very strongest kind of matter for most catalogs and booklets, because a prospective customer is more likely to believe the statement of a user of an article than the claims of the manufacturer. That some one has tried an article thoroughly and is well pleased with results, carries a great deal of weight; it supports argument as nothing else does. Photographs of indorsers, and facsimiles of their letterheads and signatures give authenticity to the indorsements.
- 42. Value of Strong Testimonials.—One strong testimonial that rings true is worth a half dozen mediocre ones, and it is well sometimes to display an unusually good testimonial in a full page of space, so that the readers of the circular cannot fail to see and read it.

The weakness of most testimonials is due to the fact that they are too general. This can be avoided, however, by asking users of the advertised goods specific questions about how the articles stand wear, what kind of service a machine has given, the time it has saved, etc. Such questions will bring out the opinions of the user on definite points.

The exact wording of a testimonial should be followed so far as it is possible to do so, omitting any unnecessary statements, correcting errors and awkward expressions, and arranging the sentences so that they will read smoothly. It is a good plan, when dealing with indorsers in the ordinary walks of life, to get permission to edit their statements. Then no complaints are likely to arise from the publication of the matter in a slightly different form from that in which it was written.

Testimonials From Various Localities.-It is sometimes a good plan to see that the testimonials in a catalog are from various parts of the territory that the advertiser expects to cover, so that, in correspondence, an inquirer may be referred to an indorser that he knows, or at least some one in his city or state. Undoubtedly, people

# How to Become a Shrewd Buyer

Buying is an art that every man in business, no matter what his position, ought to master. Some time a knowledge of rock-bottom buying will be found essential to business success—some time your whole business career may hinge on this vital point. When that time comes, the need is likely to be instant—there may be no opportunity for study. Better take advantage, arow, of this splendid chance to learn practically all that is known on the subject of good buying.

Through the Business Man's Library, it is comparatively easy to master this little-known art. And in no other way can you find out the things which this Library will tell you, save through the slow, tedious, costly school of experience. The Business Man's Library is not a mere dry description of mechanical methods—it is full of living interest—each point it makes is illustrated by vivid, interesting examples. And no matter how much you already know about buying, or about business in general, these volumes can hardly fail to be of practical, money-making help to you.

## Barnhart Bros. & Spindler

Type-Founders
183 to 187 Monroe Street

Chicago, May 11, 1908
The System Company,
Chicago, Ill.

The "Business Man's

Library" is practical beyond expectations. We thought or much of the books that we formand of the books that we forbranch houses, and in some departments nearly every amploye has read them with benefit. We consider it a good investment:

Yours very truly ARNHART BROS. & SPINDLE are more interested in, and influenced by, letters from neighbors and near-by people than they would be by letters from distant points.

Proper Place in Catalogs, Etc. for Testimonials.—Where there are many testimonials, it is a good plan to print some of them in a separate book, but a good place for the best of them is along with the description of the goods, where a reader is almost compelled to read them. For instance, a page dealing with the wearing qualities of an article is a good place for a testimonial setting forth the fact that the article did wear well. Also, testimonials that are particularly strong in some one feature should be inserted in the part of the circular dealing with that feature of the advertised goods. A typographical style may be adopted that permits a testimonial to be inserted at the bottom of each page, or at the outside margin of each page, as shown in Fig. 23. If the testimonials are good, they should be placed near the arguments that they support-not where they may be overlooked.

### ARRANGING COPY FOR THE PRINTER

45. The writer of catalogs and booklets will find that it pays to prepare his copy completely before sending it to the printer; that is, he should furnish the exact amount of matter for the available space as nearly as he can determine it, have the headings, illustrations, etc. in the copy where he wishes them used, and have everything correct as to capitalization, punctuation, compounding, etc. If this is not done, and the author wishes to add or cut out some matter or to put in an extra illustration after the proof has been received, it may be necessary to reset much of the copy or to rearrange all the pages. Unless an equivalent amount of matter can be cut out, a few added lines may mean that all the pages will have to be rearranged, and this may throw illustrations in the wrong pages, make references in the text to certain pages erroneous, etc.



OTHER USES FOR THE PHONOGRAPH

Hour

at no le

Is there an invalid in the home? Let the Phonograph deals away the hoursfor her. Perhaps it is an old man whose memories are all in the past.

Let the Phonograph sing the songs that he loves. Are the children hard to amuse? The Phonograph never fails to keep them out of mischief.

Do you live in the country? Buy a Phonograph

and get at small cost what people in the cities pay one or two dollars a night to hear. In this way, You can, at insignificant music and the cost, keep in touch with the world of entertainments and music.

Are you wondering what you will take with you on your vacation or what you will carry along when you go home for the holidays. Let it be an Edison phonograph and a good assortment of records; this outfit never fails to please; it will make you a welcome guest everywhere. It is easily carried takes up practically no room.

Is there a boy in the family in whom you want to create a spirit of business enterprise? You could not do better than to buy him a Phonograph and let him arrange Phonograph Concerts. In this booklet we give suggestions for conducting Phonograph entertainments. It is easy to get people to buy tickets for an entertainment if you are able to give something to please everybody, and that is always possible with a Phonograph. Boys all over the country make money in this way. A bright youngster can soon earn

Fig. 24

the cost of an outfit.

If certain portions are to be set in smaller type or in a narrower measure than the main text, directions to that effect should be written on the copy. The printer should not be expected to guess the writer's wishes. His rule is to "follow copy," and he will not vary from the regular style of setting unless instructed to do so.

46. It is advisable to do the editing on the original copy and to do it before the job is handed to the printer. Of course, it is often necessary to make slight changes in wording after the proof has been received, but changes are expensive and they delay a job; they should be avoided as much as possible.

If the copy, after editing, is full of corrections and interlineations, it is well to have it rewritten. The printer cannot do either rapid or good work if he has to follow puzzling copy. Typewrite it, if possible,

In Fig. 24 is shown an example of fair copy for a booklet page. Although this copy has some corrections on it, they are indicated clearly. The number in the right-hand corner is the number of this sheet of copy. The writer, as a guide to the compositor, has indicated by a note that the copy is to fill page 3 of the catalog and also shows that two cuts are to be used on the page. The number used in referring to a cut corresponds to the number on the back of the cut itself: this method of marking prevents the wrong cut from being used. If proofs are available, it is a still better plan to paste proofs of the cuts in the dummy as well as in the copy.

Guide Sheet for Printer .- On complicated jobs, some writers prepare a guide sheet for the printer. The purpose of this sheet is to show what is to go on each page from the first cover to the fourth. Following is shown how such a sheet may be arranged:

ARRANGEMENT OF CONNORS'S CATALOG First cover . . . . Two-color cut furnished vou Second cover . . . . . . . . . . . . . . . . . Blank Page 1 . . . . . . . . . . . Title page Page 2 . . . . . . . . . Copyright notice Page 3 . . . . . . . . . . . . . . . . Preface This arrangement is continued to the end of the book.

A guide of this sort will enable the printer to page the matter properly, when otherwise the complexity of the copy might be confusing.

### CORRECTING PROOF AND MAKING UP PROOF DUMMY

- 48. Cutting Down Pages That Overrun.—In cutting down proof that shows a page to be too long, the cutting should be done, if possible, where the changes can be made easily, as shown in Fig. 25. The notation "6 lines of 6-pt. long" in this figure was made by the proof-reader when the page was measured. Note that in cutting out the superfluous lines the writer has selected lines at or near the ends of paragraphs, so as to enable the printer to lift the matter out without disturbing the remainder of the paragraph. By cutting out the 8-point words, "The Merchants' Guide, in a late issue, says," and setting "Merchants' Guide" in Italic at the end of the last line of the 6-point matter, the space of 8 points, or 1½ lines, was taken out. In Fig. 26 is shown a reproduction of the page as cut down. It is comparatively easy for the printer to take out lines at the ends of paragraphs, but if extensive changes are made in the middle of paragraphs, it may necessitate resetting the entire paragraph or even the entire page, and extra charges will be made by printers for changes of this kind. Therefore, whenever possible, it is well to avoid making changes in the middle of a paragraph.
- 49. Proof Dummy to Guide Printer.—In preparing catalogs and booklets of more than a few pages, it is customary for the author to be furnished with a duplicate copy of the proof, with which he makes up a dummy by pasting in the pages just as they will come in the finished printed book. This is a proof dummy for the guidance of the make-up man and should not be confounded with the first dummy made up to show the style of the finished book.

### How to Become a Window Trimmer



OME time ago, 500 of the leading merchants of the United States were asked this question: "What plan of advertising would you retain if you were forced to choose one method and give up all others?" More than '06 per cent. of the merchants answered in favor of displaying their goods, in preference

to all other forms of publicity.

The store window is today the great "silent salesman"; often it sells more goods than a force of well-trained clerks. It attracts every passer-by and draws within the store thousands that otherwise would not think of purchasing.

### Window Trimmers in Demand

Persons unfamifiar with the rapid rise of this new profession scarcely realise that there are thousands of stores that employ anywhere from one to twelve persons for this highly important work.

The Merchante' Suide, in a late issue, says:

Il any of the department-store proprietors of Philadelphia or New York hald been told 10 years ago that they would be employing twelve men throughout the year to dress their store windows, they would have been incredulous. Nevertheless, this has become a reality, and do not be been associated to the store of the sto

The demand for competent, window trimmers is far in excess of the supply; consequently, salaries are high. The fairly well-equipped window trimmer will average \$25 a week, while the men in the front rank of the profession—there where originate desage, attention, business bringing discourse receive as much as \$75 a week.

Our method of teaching Window Trimming and Mercantile Decoration is as clear and simple as instruction could be on any subject, in fact, the great number of fine illustrations in the Instruction Papers make the subject an extremely easy one for us to teach.

It is not necessary that a student abould be employed in a store to carry on his practice work successfully. In fact, even if he were so employed, no proprietor would allow him in his early work to take down botts of goods and twist and rumple them into puffs, festoons, etc.; he must be able to do these things skiftedly before he will be allowed to use expensive fabrics. In Window Trimming and Mercantile Decoration, just as in other lines of endeavor, the student must learn how to do his work before attempting to secure employment at it. Hence, this preliminary work is best dune by the attudent at his home where he can practice intelligently and without rembarrassement. No outfit of any consequence is needed. Tacks, a hammer and saw, some pins, seissors, and a few yards of cheese cloth will suffice for material with which to practice making plaits, puffs, etc.

Country Clerk to City Window Trimmer

At the time of my earnhment for your Window Trimming Course, I was employed as a clark in a small cleantry store. I came to the city and by showing specimens and photographic of my work I sacured a good position as window trimmer at a large lecrease in salary. My displays are much admired, and I have had offers from several other stores hore. Land additional to the description of the course of the course

SETH WILTON, Stockton, Cal.)

Merchants' Guide

of line long

38

fill out line

This procedure is not necessary if the circular is a small one set in plain text, in which the printer makes up his type into pages and submits the first proof in page form with pages numbered, etc. But if the job has not been laid out

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At the time of my enrolment for your Window Trimming Course, I was employed as a clerk in a small country store. I came to the city and by showing specimens and photographs of my work I secured a good position as window trimmer at a large increase in salary. My displays are much admired, and I have band offers from several other stores here. Sexu Witzon, Stockton, Call

### Fig. 26

carefully and the printer does not know what is to go on the various pages, the only thing he can do is to submit proofs in galley form and let the author make a dummy from the duplicate, showing what is to go on the different pages, what

to be left out, if anything, and so on. Then the printer can submit the second proof in page form. Where there are page illustrations and any special arrangement, it is the safer plan, whether proofs are in page form or not, to have a duplicate proof and make up a dummy. If the first proof is fairly clean and little or no matter is added or cut out, the dummy may be made up with a duplicate of the first proof. and then the second proof-submitted by the printer in page form-will need little or no further correction, but may receive the author's O. K. and be released. This making up of the dummy with a duplicate of the first proof is especially desirable where the printer has no page plan to follow and has the type in galleys. The dummy enables him to submit the second proof in pages.

With large jobs, however, even if the copy is laid out as to pages, if illustrations are used and there is much changing, adding, or cutting down on the first proof, it is better to wait until a duplicate of the revised proof can be had before making up the dummy. After making up the dummy, new matter should not be added to full pages of the proof unless a corresponding amount is cut out somewhere.

50. The object of the proof dummy is, of course, to show the printer the exact arrangement of the matter from the first to the last page. If the printer goes wrong with a properly pasted proof dummy before him as a guide, it will be due only to inexcusable carelessness, while without a dummy it is an easy matter for the pages of a large circular to become disarranged.

Some old circular of the proper size and number of pages may be used for a dummy (a larger circular trimmed down will answer the purpose), but the writer should be careful to cover up all the old matter with the duplicate proof he is using. If some heads or foot-notes of the old pages are left uncovered, the printer may take them for new copy and set them up.

If a page in a catalog is to be left blank, paste a blank piece of paper in the proof dummy and write on it "This page to be left blank," or simply "blank." When it is borne in mind that a little oversight may spoil a fine catalog or booklet, the writer cannot be too careful in making directions so plain that the printer cannot misunderstand. A large printing house will have many jobs on hand at one time, and it is never wise to trust anything to memory or to give oral directions. Write all directions, and write plainly. If, on the original proof, a paragraph of matter or an illustration was ordered transferred from one page to another, paste the duplicate proof of such transferred matter on the page of the dummy that it should occupy finally. Sometimes, cover pages are set up and approved before inside pages are. In such cases, the cover of the proof dummy should be marked, "Proof for this page already O. K'd."

Never cut up an official or an original proof to make a dummy. This is an important rule to observe. Cutting up an original galley proof makes it harder for the printer to find the matter and make corrections. Always call for a duplicate proof for making up a dummy. The superfluous margins on the duplicate proof may be trimmed off.

51. Corrections on Official Proofs.—No corrections should ever be noted on the duplicate proof that is used to make up the dummy. All changes, additions, etc. should go on the *original*, or *official*, *proof*. The proof dummy is used merely to show the position of the matter—order of pages, not corrections or additions. It would be very confusing to the printers if some corrections were made on the official proof and others made on the dummy.

It is often the case with circulars, as with advertisements, that a few words added to a short final line of a paragraph improve the appearance. Sometimes the proof shows that a head should be shortened or lengthened. Such changes add a little extra expense.

Ordinarily, it should not be necessary to see a third proof on a catalog or booklet job. In fact, the first proof should be handled so well that the revised, or second, proof will be read merely to be sure that all corrections and changes have been made.

### INDEXING AND PUTTING IN PAGE NUMBERS

52. Where it is impossible for the writer in making up his copy to determine on what pages certain items will go, an index may be made up after the proof is received and the matter paged. It is better, and saves time, however, to make up the index as a part of the original copy, if such a thing is possible. Likewise, it is better to put page numbers in the original copy where references are made in the text to other pages; but when it is not possible to do this, the copy may read "Page", leaving a blank space for the page number, and the number may be inserted the first time that the proof shows on which page the item is to appear.

### MANAGEMENT OF GENERAL CAMPAIGNS

(PART 1)

### INTRODUCTION

1. The term general campaigns as used here includes all campaigns in which the advertising is directed to consumers generally, rather than to those of a small section of territory, and in which the advertiser does not retail but supplies consumers with the article either through retailers or through special salesmen.

In a great many general campaigns, there is some correspondence between the consumer and the advertiser, even if the sale is finally made by the retailer. The advertiser usually sends the inquirer a catalog or a booklet and other necessary information, telling him at the same time where he can buy the article.

General campaigns include a great variety of advertising undertakings, ranging from the popularizing of a new cigar to giving national publicity to the industrial advantages of a city. The general advertiser is usually the manufacturer of the article he advertises, though occasionally he is merely the selling agent of the manufacturer or producer.

2. The Problem of Distribution.—When some one has perfected a superior ice-cream freezer, a new kind of dress goods, or some other marketable commodity, the problem of how that commodity may be distributed so that

prospective purchasers may buy conveniently must be solved. Suppose the manufacturer of a superior ice-cream freezer has his factory in Newark, New Jersey. While it might be barely possible for him to do a successful business selling by mail direct from factory to consumer, that plan would not be advisable. Hardware stores and other stores in every city and town carry ice-cream freezers, and unless there are unusual inducements, the housekeepers of Denver, Colorado, and Galveston, Texas, are not likely to send to Newark for a freezer. The Newark manufacturer, by extensive general advertising, could create interest in his freezer and in time the inquiries about it might induce retail hardware dealers and other merchants to order a stock, but before interest grew strong enough to bring the manufacturer these orders a great deal of business would be lost to competitors. Those who read the Newark manufacturer's advertisements would, when they needed a freezer, go to a retailer's store with perhaps a preference for the Newark freezer, but the retailer would not have it and would sell the inquirer another freezer "iust as good."

### TRADE CHANNELS

3. The general advertiser himself does not sell by retail, though in unusual cases a general advertiser like the Regal Shoe Company owns a chain of retail stores, and one like the International Correspondence Schools has its own force of salesmen; and while some general advertisers fill orders by mail when the consumer either cannot reach a retail store or cannot induce a retailer to supply him the article, a great many will not sell direct to the consumer under any conditions, but advertise only to bring about sales through the "trade," that is, the retailer. If a general advertiser sells by mail direct to the consumer in territory where the demand is not supplied by retailers or by special salesmen, he is a mail-order advertiser as well as a general advertiser. Where the mail-order plan is combined with other plans, the advertiser must be careful to see that his mail-order selling does not

conflict with the sales of retailers. Retailers often refuse to handle the goods of manufacturers who fill orders by mail, their argument being that the advertiser is working against their interests. The result is that some advertisers who begin business on the mail-order plan eventually find it to their interests to sell entirely through retailers.

Wonderful results can be accomplished by means of advertising, but advertising is no magic art that will make every business successful when the goods are not so distributed that prospective buyers can buy conveniently when the advertising has interested and influenced them. The method of distributing the goods so that the advertising may have full effect is a highly important consideration in the general advertising campaign, and it is a matter that is often neglected by those who plan campaigns. In fact, it is a common fault of advertising men to give too little study to the influences and conditions that prevail in the market in which the advertised commodity is to be sold.

- 4. Routes From Manufacturer to Consumer.—In order to understand the various routes through which goods offered for sale must pass, from manufacturer to consumer, notice should be taken of the following:
- 1. The manufacturer: who produces the goods and who sometimes, but not always, acts as his own selling agent.
- 2. The commission man, the broker, the sales agent, the exporter or importer: men or firms that assist the manufacturer in disposing of his product to large buyers and distributing concerns. Sometimes these men or firms contract with a manufacturer for the exclusive right of disposing of his product.
- 3. The jobber, or wholesaler: a buyer of goods in large quantities and one that sells to retailers. The jobber and the wholesaler are not precisely the same, but for present purposes may be considered as one.
- 4. The *retailer*: who sometimes buys from manufacturers, but more often from jobbers or wholesalers, and who supplies the consumer.

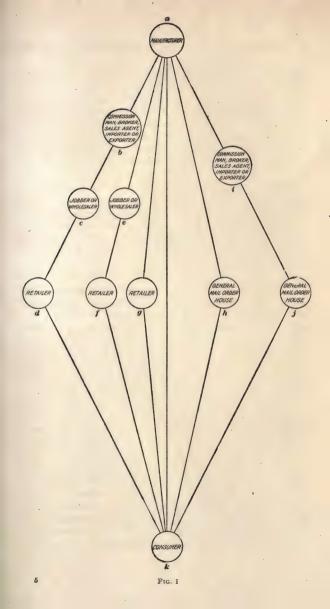
### 4 MANAGEMENT OF GENERAL CAMPAIGNS § 21

- 5. The general mail-order house: which may buy direct from the manufacturer or through a middleman and supplies the consumer.
- 6. The consumer: who buys from the retailer or the mailorder house, and sometimes direct from the manufacturer.
- 5. Trade Chart.—Fig. 1 shows the different routes that products take in going from the manufacturer to the consumer. The line from a to k shows the route in cases where the manufacturer sells by mail direct to the consumer; a h k, the route where the manufacturer does not sell direct, but sells to a general mail-order house that sells direct to the consumer; and a i j k, the route in which there is a middleman between the mail-order house and the manufacturer. Consideration of mail-order channels of trade does not come properly in this Section, the routes being shown merely for comparison with the others.

The line abcdk shows the route taken by many products handled by commission men (or brokers, sales agents, importers, or exporters) and jobbers (or wholesalers). In this case, there are three middlemen between the manufacturer and the consumer; however, the dealer b is out of the chain in many instances, the manufacturer in such cases selling direct to the jobber or wholesaler, who in turn supplies the retailer. In such a case, the route would be aefk, making two middlemen between the manufacturer and the consumer. The remaining route agk is the one by which the manufacturer sells direct to the retailer, there being only one stop between the manufacturer and the consumer.

Unadvertised goods of a staple nature, such as flour, cotton goods, unbranded shoes, hats, etc., usually pass through more hands than do such special and advertised articles as a Burroughs adding machine, a Knox hat, an E. & W. collar, etc.

6. Eliminating Middlemen by Advertising.—Advertising, in addition to promoting sales, has a tendency to shorten the route from the manufacturer to the consumer—to cut out middlemen. By making the consumer familiar



with the name of the article and its merits, a demand is created on the retailer. Particularly is this true if the advertising encourages the consumer to call on the retailer when he wishes to buy. Responding to the demand, the retailer will seek to procure the article for the consumer; and where the demand exists strongly, there is not so much need for several salesmen between the retailer and the manufacturer as there would be in the case of unadvertised goods.

Where goods are not advertised, the manufacturer must by some means induce the jobber and the retailer to handle his product. Where goods are advertised properly, so that a public demand is created, the pressure is at the other end of the trade channel; that is, the consumer asks the retailer to supply the article, and the demand works back to the manufacturer.

7. A favorite slogan of the general advertising campaign is, "Eliminate the jobber." Yet, while the tendency of advertising is to reduce the number of middlemen, it should not be taken for granted that the jobber, or wholesaler, is always unnecessary, or that his only office is to add to the retail price of the article. In many instances he is an indispensable link of the manufacturer's distributing plan. In the case of an article like Tobasco sauce, for instance, so little would be sold by the average grocer that the advertiser of it could not profitably undertake to open direct selling negotiations with grocers. A traveling salesman selling Tobasco sauce only would not be able to sell the proper amount of goods in proportion to his expenses. Therefore, it would not pay the advertiser to maintain a force of salesmen large enough to cover the retailers of the country. This situation prevails with a great many advertised articles. In such cases, the advertiser must sell to jobbers and let the retailer get his supply from the jobber, or wholesaler, with whom he deals. It will pay the advertiser, however, to have a force of salesmen large enough to deal with jobbers, for jobbers buy an article like Tobasco sauce in large

quantities. Jobbers, or wholesalers, carrying many such lines of goods can afford to send their own salesmen around to see the retailers.

When, however, the article is one that is in great demand. like the "57 varieties" of the H. J. Heinz Company or the products of the National Biscuit Company, it is possible to eliminate all middlemen and sell direct to the retailer, as these two large advertisers now do. Such advertisers do not depend on the salesmen of a jobber, or wholesaler, but have their own salesmen, who concentrate on the selling of the employers' particular products. The amount of sales to the average grocer justifies this plan, but in such a case the advertiser has the responsibility of determining the extent of the retailer's credit, the burden of collecting accounts, etc., which when selling through middlemen, falls on the jobber, or wholesaler. Nevertheless, by selling direct to retailers, the advertiser obtains a stronger hold on his trade, and by eliminating the profits of one or two middlemen, should be able to earn larger ones for himself.

On the other hand, the well-organized sales force of the jobber, or wholesaler, lends to the new advertiser and to the advertiser of goods not sold in great bulk a distributing plan that makes possible the marketing of articles that could not be sold extensively in any other way. The value of the jobber's cooperation is shown by the enormous sales that jobbers make of many articles that are not advertised at all. In the case of unadvertised goods, however, the market is controlled wholly or to a great extent by jobbers, or wholesalers. The manufacturer of unadvertised goods must make such terms with the jobber that he can see it to his interests to promote the sales Take the shoe business as an example. Millions of pairs of shoes are manufactured that are not advertised to the general public at all except so far as the printed matter on the box and the service given by the shoes vield advertising. These shoes are sold mainly by the jobbers' drummers, who usually control the retail territory that they cover. Of course if a jobber refused to continue selling a shoe manufacturer's goods, the manufacturer might possibly prevail on another jobber, covering that same territory, to handle the goods, but the original jobber's salesmen would be able to sell a substitute line of shoes to a great many of the retailers.

These comments on the relations of jobbers with manufacturers should not be construed to mean that jobbers are antagonistic to the interests of the manufacturer. The jobber has the competition of other jobbers to meet and it is to his interests to control, so far as possible, the retail trade that he covers. The success of his own business is his first concern.

- 8. Advertisers Owning Their Retailers.—General advertisers of the class of the Burroughs Adding Machine Company, The International Correspondence Schools, and the Regal Shoe Company, are akin to the mail-order advertiser, and do not dispose of their products through regular trade channels. For instance, the first two named have local salesmen in all populous communities, and when an inquiry is received in response to an advertisement, it is referred to a salesman. As already stated, the Regal Shoe Company has its own chain of retail stores. All advertisers of this class will sell direct by mail in case an inquirer resides where he cannot be conveniently reached by a salesman or, as in the case of the Regal Shoe Company, cannot get to a store. These advertisers have no middlemen except their own salesmen or retailers.
- 9. Choosing the Proper Trade Channel.—What trade channel the general advertiser's goods must take in reaching the consumer, is a matter to be determined by the circumstances of each case, but an understanding of the foregoing principles is necessary before a practicable selling plan can be formulated. The advertiser should look into the routes that articles of a nature similar to his own take in going to the consumer, and should determine what part the middlemen play, whether their aid and good-will are indispensable or not. Whether his capital is sufficient to enable him to sell direct to the retailer, to maintain his own sales organization, etc., is a very important consideration.

Trade conditions and the probable attitude of the trade toward the article must be investigated carefully.

- 10. Some articles are of such a nature that only one retailer in each town is required, that retailer being given the local agency. In the case of well-advertised goods, such as Dunlap hats, Kuppenheimer clothing, Cluett collars, etc., the local agency is worth a great deal to a retailer. Sometimes, however, it is not expedient to give one store the exclusive agency. In the case of Holeproof hosiery, for example, it was discovered, after exclusive agencies were established in large cities like Boston and New York, that consumers would apply to their regular haberdashers, and failing to get Holeproof hosiery, would buy a competitive brand rather than go to the trouble of looking up the store that had the agency. As a number of different brands of guaranteed hose were placed on the market soon after the success of the Holeproof guarantee became pronounced, the exclusive agency plan proved to be a disadvantage.
- 11. A manufacturer is not necessarily forced to make a choice between selling to jobbers and selling to retailers. In many cases he may do both; but if he follows such a plan, it is necessary that his price in selling direct to the retailer and the jobber's price to the retailer be exactly the same. If there were a difference, the advertiser's salesman and the jobber's salesman would come into competition. A refrigerator manufacturer, for instance, might deal direct with all large retailers of such goods, and leave retailers in small towns, villages, and more rural places to the jobber's salesmen.

It is sometimes expedient to deal with retailers direct just to get a small amount of goods well distributed, and later to adopt the plan of supplying the trade partly or wholly through jobbers. No inflexible rule can be laid down. The circumstances in each case should be considered before deciding on a plan of distribution.

### TRADE MARKS

### VALUE OF THE TRADE MARK

12. One of the first considerations of the manufacturer of an article that is to be advertised should be the adoption of a suitable trade mark, trade name, or trade phrase—all three



Fig. 2

of which may be considered under the general head of trade mark. This may be a symbol like the waitress of the Walter Baker Company, as shown in Fig. 2: a name like Nonesuch Mince Meat; or a phrase of the character of that used by the manufacturers of the Shredded Wheat Biscuit, "It's All in the Shreds." The trade mark, in the strict sense of the word, is something of this character that has been adopted and then registered in the United

States Patent Office, and that is used on the article it is designed to protect; but not all frade names or phrases are registered as trade marks, notwithstanding that it is preferable to register them.

13. The value of the trade mark to the manufacturer of a high-grade article can hardly be overestimated. If an article is so low grade that a purchaser is not likely to buy it again of his own accord, then, obviously, there is no advantage to the manufacturer to put any symbol or name on the article that will cause the purchaser to remember it. But if the goods are high grade, or are of a good grade for the price asked, they should not go out into the consuming world nameless. The proverb, "A good name is rather to be chosen than great riches," has an appropriate application to advertised goods. The name Dunlap and the name Knox cause thousands of men to pay \$5 and \$6 for derby hats

when it is doubtful whether these purchasers could pick out the Dunlap and Knox hats from among a lot of other highgrade derbies selling for \$3.50 or \$4 if the hats were not marked. Some cheaper hats may be made of just as good material as the Dunlap and Knox hats, the workmanship may be as excellent, and the style as tasteful, but lacking a "good name," they must be sold at a lower price.

Not many years ago, a German chemist of Newark put on the market a talcum powder of good quality; this he adver-

tised persistently, using his portrait and his name (see Fig. 3) in his advertisements and on the packages of powder. Today, though there are many cheaper powders on the market, and probably some that are of just as good quality as Mennen's, this powder continues to enjoy a large sale almost everywhere, and the



Fig. 3

average purchaser will unhesitatingly pay the larger price for Mennen's, rather than buy a talcum powder that has no reputation. The mere name and portrait of Mennen make a box of this talcum powder worth from 5 to 10 cents more. Whether a manufacturer of a new talcum powder could start in and build up a large sale in a few years, is open to question, but if Mennen's entire plant were swept off the earth in a night and nothing were left of the business but the right to manufacture and sell Mennen's talcum power, that alone would bring a fortune.

The name of the Waltham watch is probably the greatest asset of the company that makes this watch. The same is true of the name of the Regal shoe, the R & G corset, and scores of other well-advertised trade-marked goods.

14. Of course, in order that a trade mark may grow to such value, it is necessary that the goods in the first place be meritorious. If the first Dunlap hats had been of poor quality, or if Mennen had sold an unsatisfactory powder, no amount of advertising would have built up a valuable trade mark; and, if today these manufacturers were to put out

goods of poorer quality, or if they discontinued advertising altogether, their trade marks would gradually decrease in value.

15. Value of Trade Mark as a Reminder.—The trade mark of a manufacturer is really a standing advertisement of his wares, and for this reason is of considerable value. For example, the man that buys a "Keen Kutter" saw (see Fig. 4) buys a saw with a name. He naturally feels that



the manufacturer, by stamping it with a trade mark, believed in the excellence of the tool. As long as the saw lasts the trade mark is there, constantly reminding the workman of Keen Kutter tools. If the saw proves to be satisfactory, the user, when about to buy another one or some other tool, will be influenced in favor of the Keen Kutter brand, whether he sees

other advertising of the manufacturer or not.

It costs an advertiser little or nothing to trade-mark his goods, and he is indeed short-sighted if he fails to reap the benefit of this valuable form of publicity.

16. Value of Trade Mark in Preventing Substitution.—Another important value of the trade mark is that it greatly assists in preventing substitution. It fixes in the public mind not only the value of the article, but the symbol or the name by which the article may be recognized. For instance, when a consumer, particularly if he is a magazine

reader, wants to purchase a felt mattress, he instinctively looks for the name Ostermoor and the familiar trade mark of the manufacturers of that mattress (see Fig. 5). When the retail salesman tells him that the store does not carry the Ostermoor but has a felt mattress "just as good," and



Fig. 5

at a lower price, the inquirer will naturally feel suspicious. The "just-as-good" article will be sold in many such instances—for substitution is one of the greatest obstacles the general

advertiser has to overcome—but in many other instances, the influence of the well-advertised trade mark will be so strong that the substituted article will be refused, and the inquirer will go elsewhere to find the trade-marked goods.

A typical instance of the value of a trade mark in preventing substitution is afforded by the request of a colored girl in a Southern drug store for a box of talcum powder "with the face on it." She was handed a box with a woman's face on it. "No, sir," she said, handing it back, "I want the kind with the man's face on it." And she got Mennen's.

17. Establishing Direct Relation With Consumer. This dual value of the trade mark gives the advertiser a strong hold on the consumer. It establishes a direct relation that is likely to overcome any indifference or antagonism of the jobber or the retailer that may exist. When the advertiser can get consumers everywhere acquainted with the merits of his goods, get his trade mark-whether it be symbol, name, or phrase-fixed on their minds, they will insist on having what they call for, and the dealer will eventually have no choice but to supply the demand. This is a different condition of affairs from that where the goods are nameless and the manufacturer is at the mercy of the jobber or the drummer. Where the jobber sold goods bearing no trade mark, his traveling salesman would frequently change to another firm and carry a large part of the trade with him; that is, the salesman would sell the goods of one manufacturer one year and those of a different manufacturer the next year, and to a large extent to the same retailers. But no salesman can convince retailers generally that a new and unknown cotton goods will meet the demand of the old and well-known "Fruit of the Loom." No salesman can go from the employ of the H. J. Heinz Company and sell to all the retailers whose trade he formerly commanded a new line of pickles, relishes, baked beans, preserves, etc. "Fruit of the Loom" and "Heinz's pickles" are specified too often and too persistently for the retailer to risk trifling with the demand of his customers. Having secured a firm hold on the consuming public, the advertiser is in a position to insist that retailers shall maintain the regular price. He can thus avoid the evils that frequently result from promiscuous price cutting, for if a retailer persists in cutting the price to the injury of the advertiser, the advertiser can refuse to sell to him and the retailer will run the risk of thereafter losing the trade of those who want the advertiser's commodity. A great many manufacturers object to price cutting for the réason that while it may produce a temporary increase in sales, it demoralizes trade—cuts down the profit on the advertised article and induces other retailers that have to meet the cut price to substitute unadvertised goods on which the profit is greater. Price cutting, furthermore, tends eventually to depreciate the value of the article in the eyes of the public.

### CREATING A TRADE MARK

- 18. The trade mark is too important a factor of the advertising plan to be adopted hastily. Whether it be symbol, name, or phrase, it should be something that will "wear well" and that the advertiser will be satisfied to use year after year without change. The trade mark has a cumulative value, and a change of form would lessen this value. Advertisers are often tempted to adopt some play on words because for the moment it seems catchy; but trade marks of this kind, unless they have a direct relation to the product, do not last well.
- 19. Distinctive Arrangement of Name.—The most common form of trade mark is the name of the advertiser or that of the product, arranged in some distinctive way. This distinctiveness may be attained by merely employing some unusual type or drawn letter as shown in Fig. 6, but in most cases it is attained by arranging the firm name in some arbitrary way or by bringing in some device that bears a relation to the firm name or the article. One of the best examples of this class of trade marks is that of the United Cigar Stores Company, in which the words "Cigars" and

"United" are in the form of an escutcheon, as shown in Fig. 7. Fig. 8 shows another good example of a combination of a name and a suggestive design. As, in this case,







the advertiser manufactured so great a variety of goods that it was difficult to symbolize his products, the designer of the mark symbolized the advertiser's name-Mason.

20. Illustrating the Article and Incorporating a Phrase.—The trade mark may incorporate not only the name of the advertiser or the article and an arbitrary design, but may also illustrate the article in a conventional way and bring in a trade phrase. See Fig. 9, which shows a fine



Fig. 9

example of an all-around appropriate trade mark. The design shown in Fig. 10 is also a good example of a trade mark illustrating the product and bringing in the name and the trade phrase.

While the name of an advertised article or a phrase



expressing the qualities of the article may not always be adopted as a trade mark, this is frequently done; and it is a matter so linked with the subject of trade marks that it may properly be considered here.

21. Choosing a Trade Name.—The name of an advertised product should be reasonably short. A long word like Kalamazoo may, on account of its unusualness, be remembered, but in all such cases, the name should be euphonious and attractive to the eye. The short name has the advantage that it may be taken in at a glance. Such names as Regal and Ivory are good. The name R & G Corset is retained by many that would not remember the names of the two advertisers composing the firm (Roth & Goldsmith), of which R and G are the first letters.

- 22. The name should be distinctive and one that from its very unusualness will stick in the memory. It is best to avoid such coined words as Uneeda, while this particular word caught the public fancy, other names of like character seem imitative to the public and are not so well received. The public has had to endure too many coined words of the Useeit, Tryabite, Nosmellee class. If it is desired to coin a word, strive rather for some word like Sapolio or Jap-a-lac—a word that has smooth, easy pronunciation. It is important to choose a word that may be pronounced easily by all persons that can read, because the fear of mispronouncing a seemingly difficult word will keep some from calling for an article.
- 23. The selection and arrangement of certain consonants and the use of vowels are also of vital importance in coining a word. Certain letters are more pleasing and better adapted to begin a word. Among these are L, R, K, and T.

The letter K has been found particularly attractive as an initial one; as in the words Kabo, Kalamazoo, Karo, Kodak, etc. Possibly it is the fact that this letter is used very little to begin common nouns that makes it seem especially popular in coining. C, pronounced like K, has been used in a number of trade marks; Calox, Co-Arda, and Coca-Cola are examples.

Long vowels give a more musical sound to the word. Short e or short i combined with t, p, or b, tends to give a lighter or humorous effect. Alliteration in syllables, as well as in compound words, pleases the ear and makes the word easier to remember, as *Pompeian*, *Dove Dimity*, *Jap-a-lac*, etc.; or, the first and last letters may be the same, as *Cadillac*.

24. Suggestive Name.—If possible, a name should be selected that is suggestive of the article or of its desirable qualities. *Ivory* is a good name for that soap, because ivory

is white, and white is suggestive of cleanliness; furthermore, the soap itself is white or nearly so. The words Rising Sun were happily selected for a stove polish, because they suggest brightness. Shushine for a shoe polish is good; so also is Jap-a-lac, for it suggests Japan and lacquer. Rubberset is a fine name for a shaving brush that is distinctive on account of the ends of the bristles being firmly embedded in rubber. though the name seems almost too descriptive to be protected under the trade-mark law. Sweet Clover Condensed Milk is still another example of a trade name strongly suggestive of good qualities in the article, but as it is of a direct descriptive nature, it is doubtful that it would be protected by the trade-mark law.

At any rate, an incongruous word or one that is suggestive of some undesirable quality should not be chosen. Frog Coffee, for instance, would be very inappropriate as a name, because the association of frogs with one's coffee is anything but pleasant.

25. Trade Phrases.—The value of the trade name may sometimes be increased by the addition of an aptly worded phrase suggesting the qualities of the article or the policy of the advertisers. The Shoe that Proves, used by the Regal Shoe Company; It's All in the Shreds, used by the





advertisers of Shredded Wheat; and The Butter that Betters the Bread, used by an advertiser of butter, are examples of trade phrases. Figs. 11 and 12 show two such phrases illustrated. Fig. 11 was used by a department store and Fig. 12 by a commission merchant. Note the use of the tags in Fig. 12.

26. Superiority of Simple Designs.—The effectiveness of a great many trade marks is lessened by the complexity of the design. The design should be composed of one or two bold effects that will stand out prominently, even when the drawing is reduced to the size of a 5-cent piece or smaller. Details that appear clear in



Frg. 13

JOHN B.STETSON & CO. a large drawing are often obscure when the design is greatly reduced. Note the design shown in Fig. 13. The contrast between the black



Fig. 14 /

masses and the white masses is good, but there is rather too much detail to get the greatest effect. The design shown in Fig. 14 is not a complex one, but there is lack of contrast, and there is a confusion of lines that makes the entire design obscure. Compare these designs with the ones shown in



Figs. 15: 16, 17, 18, and 19, and see how much stronger the simple designs are. The design shown in Fig. 20 is very light, but was made so because it was intended to be printed on sample sheets of fine bond paper, where a heavy design would have been inharmonious.

### TRADE-MARK LAW AND REGULATIONS

27. While a comprehensive treatise on trade-mark law and the property rights involved will not be given here, still it is important that every person in the advertising business should understand the fundamental principles.

A trade mark may consist of a name, a device, an ornamental design, or a particular arrangement of words, lines, figures, or letters, or it may take the form of one or more coined, or fictitious, words; but the object must be to show the origin of the article, and to be entitled to registration it must be used in lawful trade affixed or impressed on the article.

28. The purpose of the law in protecting trade marks is to secure to the person that has been instrumental in bringing into the market a superior article of merchandise, the fruit of his industry and skill; also to protect the community from imposition and to furnish some guarantee that an article, purchased as the manufacture of one that has appropriated to his own use a certain symbol or device as a trade mark, is genuine.

To obtain the protection of the trade-mark law, it is necessary that the trade mark conform to certain legal rules. Hundreds of thousands of dollars have been spent in advertising trade marks that are of doubtful validity. Therefore, before going ahead, it is very important to make sure that a selected mark conforms to all requirements and that it has not already been registered by some other advertiser. The advertisers of the Ramleh cigarette recently had to abandon the name after much costly advertising, finding that not only had it been used previously by another advertiser, but, being the name of an Egyptian river, was, for a reason that will be given in this Section, not a trade mark that could be protected. In case of doubt as to whether or not a trade mark can be protected, it is advisable to consult an attorney that makes a specialty of trade-mark law.

29. Use of Descriptive Words.—The most important requirement of the trade-mark law is that a trade mark

shall not be composed of descriptive words. This, at first thought, would seem to exclude the words that are most appropriate, but the justice of the law can be easily seen. If, for instance, Lowney & Company could acquire the exclusive right to use the words "That sweet candy" as a part of their trade mark, and Huyler & Company could acquire the exclusive right to the words "Absolutely pure," other candy manufacturers would be restrained from using the words sweet and pure and would suffer a hardship. Therefore, no such words or any phrase like "Best in the world," "The only good pickles" can be protected under the trade-mark law. The words extra quality of the Dunlap mark fall under this law. It is the right of every manufacturer of hats of extra quality to claim and advertise that his hats are of extra quality; no one may acquire exclusive right to the phrase, though its use by another advertiser in a design similar to the Dunlap mark could be prohibited by a court of equity on the ground of unfair competition. However, in spite of the fact that new trade marks consisting of words of a plainly descriptive nature may not now be registered, those used for ten years prior to 1905 may be registered, though of descriptive nature.

Unique arrangement or fanciful spelling will not make valid any words that ordinarily could not be protected, unless the arrangement is of such character that the word itself is of secondary importance and the arrangement or lettering is the distinctive feature.

30. Use of Suggestive Words.—If the words merely suggest desirable qualities, and are words that would not lessen the common right of all persons to describe their products, they will constitute a valid trade mark. Therefore, the Regal Shoe Company may use the words The Shoe that Proves, though it could not protect such a phrase as The Best \$3.50 Shoe. This firm probably could not protect Tip-top Calf, because this is a descriptive expression in common use, but it could protect King Calf, because the word King is used arbitrarily and merely suggests high quality of calf-

skin: the word calf could of course be used by other shoe manufacturers. Oueen Quality has been held to be valid as the name for a woman's shoe. A chocolate manufacturer cannot protect the expression Highest Quality, but he may acquire exclusive right to High as the Alps in Quality. A No. 1 cannot be appropriated to the use of any one article, because this expression is used commonly to indicate high quality; but an arrangement of figures, such as those in Humphrey's 77 trade name, may constitute a legal trade mark. Fly-catching paper is too descriptive to be protected, but Tanglefoot is valid.

- 31. Use of Geographical Names.-Geographical names are not permitted. A resident of Lackawanna County cannot protect a trade mark consisting of the words Lackawanna Coal, because the right to the word Lackawanna is common to all residents. The same would be true of Old Virginia Hams and any other geographical phrase. However, geographical names used for ten years prior to 1905 may be registered, though new trade marks of such nature may not be registered. In words of this class, fanciful use should be considered. The name Alaska could be protected by a New England manufacturer of refrigerators, for it is not used to indicate the place of manufacture but merely to suggest coolness.
- 32. Use of Deceptive Words.—The word or words of a trade mark must not be deceptive. If Syrup of Figs contains little or no actual sirup, or juice, of figs, it cannot claim protection under the Federal trade-mark law, though a court of equity might award damages to the Syrup of Figs Company if an imitator resorted to what is known in law as "unfair competition." However, the courts are always reluctant to award damages or to give protection to one who is himself guilty of fraud or deception. The general principle is that he who appeals to the law for protection must come with clean hands.
- 33. Use of Names and Portraits of Persons. Names and portraits of living persons may not be used with-

out their consent, but the names and portraits of deceased persons may be used without the consent of descendants. Therefore, such names as *Henry George Cigars* are allowable. Fictitious names may likewise be used; as, *The Buster Brown Stocking*, the Robinson Crusee Canoe. Signatures make good trade marks because an imitator will be guilty of forgery and may be subjected to a severe penalty. A mere proper name of such familiar form as *Smith* may not be registered alone, but the words *Smith-Built* and *Hyde Grade* (Smith and Hyde being the names of the advertisers), are registerable, as are other combinations or applications of names of a distinctive character, such as Smith & Wesson for revolvers, Hamilton & Brown for shoes, etc.

- 34. Adoption of Common Symbols.—If they do not conflict with any of the foregoing rules, designs and symbols in common use may be adopted, provided they have not already been protected by some other manufacturers. Armour & Company use a star as a trade mark for hams. and it is a valid mark. A new moon, a pumpkin with eyes and mouth cut in it (as a trade mark for mince meat), and many other devices of this kind may be chosen and protected by the persons first adopting and using them. However, while Armour & Company may reserve the star trade mark for their exclusive use on hams, they cannot prevent the use of a star by the manufacturer of a totally different product, such as a collar, unless they go into the manufacturing of collars before the other manufacturer. Use of the United States flag and coat of arms is not allowable, nor is the use of such devices as those used by fraternal organizations.
- 35. Exclusive Right to Coined Words.—The first user of a coined word may protect it as a trade mark, even if it afterwards comes into use as a common word. This is illustrated in the case of the words celluloid, kodak, pianola, and vaseline. Though people now use celluloid and kodak freely as a part of common language, other manufacturers of articles similar to celluloid and to the Eastman Kodak cannot use these words as names for their products.

Registration of Trade Marks.-To be entitled to protection, a trade mark must be adopted and used. So far, the trade-mark law gives no protection to a designer, but protects only after use as a trade mark. While the courts are vigilant to protect property rights that a manufacturer may acquire by advertising, and the common law gives protection against unfair competition, rights under the trademark law are acquired only by registration and by complying with the requirements. A number of states have local laws relating to trade marks, but the law here referred to is a Federal statute. Registration under this statute gives the United States courts jurisdiction regardless of the citizenship of the parties, and establishes adoption. If the parties are in different states and the trade mark is not registered, the amount at issue would have to be at least \$2,000 before action could be brought in the United States courts.

Application for registration in the United States should be made to the Commissioner of Patents, Washington, District of Columbia, who will furnish the necessary blanks and directions for making the application. The requirements as to the drawing, the application, etc. are of such a particular nature that it is not advisable to take any steps toward registration until this material has been secured in its most recent form. In Canada, application should be made to the Minister of Agriculture, Ottawa, Canada.

None of the officials of the United States Patent Office will undertake to inform an inquirer whether or not certain trade marks have ever been registered or by whom or on what articles; nor will they give any information of a legal nature except that contained in the regular publication sent free to inquirers, or that which comes in the regular course of the application. Unless the applicant is familiar with these matters, he should employ a competent attorney. It is very important to make sure that the selected trade mark does not resemble any mark that has been already registered, for if it does, it cannot be protected unless the earlier mark has been abandoned. At present, the fee to the United States government for registering a trade mark is \$10.

- 37. Duration of Protection.—The certificate of registration affords protection for 20 years and may be renewed indefinitely. However, if the trade mark is first registered in a foreign country where the term of protection is less than 20 years, protection in the United States ceases on the date that the foreign protection ceases. If the foreign term is longer than 20 years, protection in the United States ceases at the end of the 20-year period, unless the certificate is renewed. Registration in the United States does not afford protection in foreign countries. If it is desired to sell goods in foreign countries, the trade mark should be registered in each country where sales are to be made. The rights in a trade mark are therefore unceasing unless relinquished. Where exclusive rights are acquired in a name in connection with a copyright or a patent, such exclusive right expires with the expiration of the patent or the copyright.
- 38. Abandonment.—When the acts of the owner of a trade mark show that he intends to relinquish his rights (for instance, the failure to use the trade mark for a long time), such acts would be considered an abandonment in law.
- 39. Assignment.—Trade-mark rights may be assigned, but only in connection with the business with which the trade mark has been used. For example, the statutes would not permit such a deception on the public as the transferring of the Regal-Shoe trade mark to another shoe concern unless the Regal business were transferred along with the trade-mark rights.
- 40. Infringement.—Whether or not one trade mark infringes on another, depends on whether the alleged infringement is so nearly like the other that persons buying in the usual way and using ordinary caution might buy the goods of the alleged infringer, thinking they were those of the other manufacturer. A manufacturer by the name of Baker was restrained from selling his cocoa and chocolate in competition with the products of Walter Baker & Company and was compelled to put on his packages a well-displayed statement to the effect that his products were distinct from those

of the old manufactory of Walter Baker & Company. Merely because his name happened to be Baker, he was not allowed to profit by the long and valuable reputation of the Walter Baker product. The names of the Elgin watch, the Rogers silverware, and the Yale lock have also been protected in a somewhat similar manner. Appollonis was enjoined as an imitation of Appolinaris; Iwanta, as an imitation of Uneeda, rather, however, because of similarity of package than of name. Even if the name is different, if the design or lettering of the original trade mark is imitated so closely that purchasers buying with ordinary caution may be deceived, the infringer may be restrained. Some manufacturers, in addition to registering their trade marks, get out a patent on the package, and thus make infringement more difficult and risky.

One form of infringement is to imitate the trade mark; another is to refill bottles or packages bearing the original trade mark.

41. New Federal Trade-Mark Statute.-"The new Federal trade-mark law is more liberal in its terms than the former statute, as it provides for the registration of trade marks used in interstate commerce, whereas the old law considered only such marks when used in foreign commerce. Marks that have been in use for upwards of 10 years are held registerable, even though descriptive or geographical. This explains why descriptive or geographical words are retained by some advertisers. Under the new law, owners of a trade mark may bring suit for an infringement in the courts of the United States, and should the court find that an infringement of the mark has occurred, the damages for such infringement may be increased to a sum not more than three times the actual damages. The court is further authorized by statute to destroy all labels, packages, etc. in defendant's possession bearing the infringing mark. The provisions of the new law are considerably more liberal than those of the old, sufficiently so, it is thought, to warrant the reregistration of marks previously registered under the old law."

### METHOD OF USING TRADE MARKS

42. To get the full benefit of a good trade mark, it should be used in the advertising matter as well as on the article itself. In many instances, the trade mark may appear. with good taste and good advertising value, on the letterheads and other miscellaneous printed matter of the advertiser. The H. J. Heinz Company uses a grocer's sign made in the shape of its green-cucumber trade mark; miniature stick pins, watch fobs, etc. are also made up in this style. The trade mark appears in color on the letterheads of the company. The manufacturers of Ivory Soap distributed a neat watch charm that had the form of a cake of Ivory Soap.

### MANAGEMENT OF GENERAL CAMPAIGNS

(PART 2)

### THE SELLING PLAN

### INFLUENCE OF ARTICLE ON SALES

- 1. One requisite of a successful general campaign is that the article offered for sale possess merit and be of such a character that it can be sold to a large number of consumers. Another requisite, which is just as important, is a good selling plan.
- Merit of Article. If the article to be sold is of the nature of a typewriter, a revolver, or a desk-that is, something that sells for a good price and that the average person is likely to buy only once—it may be possible to market successfully a product of inferior value. The profit on single sales may be large enough to cover advertising cost and still leave a safe margin for the advertiser. While merit is important, it is not of the great importance with these articles that it is with articles that the consumer must buy regularly in order to make sales profitable. It undoubtedly costs the Regal Shoe Company more to induce a man to buy his first pair of Regals than the profit on the sale amounts to. The National Biscuit Company would lose heavily if those whom the advertising influenced bought just one package of the

company's products and never bought again. Hence, for a campaign of a "continuous-sale" article to be successful, it is absolutely necessary that the article have merit, so that a considerable proportion of consumers that have bought once will buy again and again, without entailing further advertising expense on the producer. It is also obvious that the "single-sale" article has more chance for success if it is meritorious. If the article is lacking in value, its chance for even a single sale is lessened; besides, a disappointed user may speak ill of the article when occasion offers and will thus curtail sales.

3. Character of Article.—The character of the article has almost as much bearing on the advertising campaign as its merit. Locomotives, however meritorious they may be, cannot be advertised profitably in a general campaign, because in any given million readers of general advertising there would be too few possible purchasers of locomotives. Neither could an article like a printing press be advertised generally on a profitable basis, unless it happens to be a small one adapted to the use of boys or to amateur work. Such articles as these do not supply a need of the general public; therefore, they are advertised in trade or class campaigns rather than in general ones. There are many articles of a similar character for which no general campaign could be made profitable. The National Cash Register Company, one of the largest special manufacturers and selling organizations in the world, has directed little or no advertising to the general reading public, so far as trying to effect sales of the machines is concerned; its product appeals only to the tradesman. Yet this company is close to the dividing line between products that may be advertised profitably to the general public and those that cannot, for typewriters, articles of service only to those who write a great deal, have been advertised generally for years. And while this Section is being prepared, the National Cash Register Company is experimenting with advertising in the general mediums of large circulation.

4. Attractiveness of Package Goods.—Staples like white sugar, crackers, etc. are not well adapted to general advertising unless put out in some form that makes them distinctive. Domino Sugar may not be any better than ordinary white sugar, but its attractive and convenient shape and the fact that it is sold only in 5-pound packages, gives it a distinctiveness that makes a general campaign profitable. Uneeda Biscuit owes its success largely to the convenient waterproof package that keeps the crackers fresh and crisp and makes much handling of the crackers unnecessary. A great many staple goods have thus been transformed into "package goods" and have been advertised successfully. Looks count for much in advertising as in other things. The best pickles in the world would not sell readily and on a large scale if they were put out in plain, unlabeled glass hottles .

In the design of the package and label, the selecting of colors, etc., it should be the object to secure attractive appearance. If a unique package can be devised, so much the better. The neat, brass-bound keg on the soda fountain has created sales for many thousand glasses of Hire's Root Beer that otherwise would not have been sold. The package or the bottle presents an opportunity for good advertising that should not be neglected. On the shelf of the retailer, the label or cover of the package is often a miniature bill board, attracting attention of customers and assisting in making sales. The luscious-looking peach on the label of the can has suggested to thousands of consumers the purchase of canned peaches.

### GENERAL ADVERTISING METHODS

5. Sampling.—The giving away of samples is one of the best methods of general advertising. Seeing is believing. When the housewife has tried the sample cake of the new soap or the free package of breakfast food, she has received a more definite impression than much advertising of other kinds would give.

It is expensive to employ competent distributers and to cover a city with samples and appropriate literature, but this method is thorough and it concentrates the publicity. Some persons may fail to see the advertising in the magazines, newspapers, or cars, but nearly all may be reached effectively by sampling.

6. There are various ways of sampling. The advertisement may offer a free sample, or offer to send it on condition that the inquirer will give the name of his grocer, druggist, etc. Samples may be left at residences by distributers employed for that purpose. They may be given out at the retailer's store, either by his clerks or by a demonstrator working in the interests of the advertiser. Manufacturers of foods for babies and invalids leave ample supplies of samples with physicians in order that they may give them to their patients. Some advertisers procure mailing lists of probable consumers and send samples direct without waiting for any request to be made. Sometimes this plan is more effective than sending an expensive booklet, though the booklet and sample often support each other.

Novel methods may be used in distributing samples. The American Cereal Company, advertisers of Quaker Oats, have dressed up their distributers in just the style of the Quaker shown in their advertisements, and while these quaint-looking men were leaving samples with housekeepers all over town, advertisements, telling readers that "the Quakers are coming," were inserted in the newspapers. Several years ago the advertisers of "20-Mule-Team Borax" had a 20-mule team hitched to a typical western wagon and driven around in Chicago. Samples were distributed from the wagon. This idea was particularly effective because of the use of the 20-mule-team illustration in the advertisements.

7. Special Window Displays.—Window displaying is often an important factor of the general advertising plan. When the advertising is being concentrated in a town, when a demonstration is going on in the store, or when samples

are being distributed throughout the surrounding territory, a special window display of the advertised goods is helpful. If the advertising department has provided the proper material, the company's traveling salesman can easily arrange an attractive window display for the retailer.

The advertisers of "Frog in Your Throat" use a large paper bullfrog as a central feature of a window display. The manufacturers of Welch's grape juice provide decorative paper in the shape of hanging clusters and arbors of grapes, which make an artistic trimming for a window filled with a display of the various sizes of Welch's grape-juice bottles.

A number of advertisers provide large empty cardboard boxes of the proportion and style of the package in which the goods are sold. This gives publicity to the style of package, and the type lines on the box being exaggerated, the boxes serve as window cards. A papier maché red raven is used by the advertisers of Red Raven Splits as a combination window and store sign. Mechanical features, such as a boy riding a hobby horse and carrying home a package of the product, have also been used.

Retailers cannot be expected to attend to window displays. The advertiser's salesman should procure permission to use the window and should attend to its arrangement.

8. Demonstrations.—Demonstrating is another highly effective method of general advertising. The H. J. Heinz Company has attractive women demonstrators that go from city to city, giving demonstrations in the larger grocery stores. The demonstrator courteously invites customers to sample the various food products and calls attention to certain ones. While her first object is to get the attention of the patrons and induce them to taste the products, the demonstrator is always ready to make a sale, and as a rule sells enough to pay the expense of the demonstration. The H. J. Heinz Company also maintains an exhibit and a demonstrating room on a pier at Atlantic City, New Jersey, where the products are demonstrated before hundreds of thousands of people from all parts of the country. The visitor is courte-

ously told of a \$5 combination order that will be received, the goods being delivered from the Heinz office nearest the customer's home. A great many of these \$5 orders are sold, enabling the company to check the value of the publicity at Atlantic City.

At many different points in the country, particularly at expositions, the Natural Food Company operates miniature plants that show how the company's products are prepared. Unique sandwiches made of their triscuits are given away.

A great many general advertisers arrange for demonstrations in leading department stores, where, on account of the large crowds of buyers, demonstration is of unusual value. Corsets, hair curlers, raincoats, combination couches and beds, teas and coffees, silver polish, and a long list of other advertised articles have been demonstrated successfully.

The sampling idea can sometimes be carried on well in connection with a demonstration; and souvenirs or booklets may be given away at demonstrations to good advantage.

The advertisers of the Seven Sutherland Sisters' hair grower have carried on a novel combination window-display and demonstration. One of the "sisters" sits in a show window with her back to the street, her very long and beautiful hair more than reaching down to the floor of the window and attracting much attention. In the store another woman with beautiful hair carries on the sale of the hair grower.

The Regal Shoe Company operates a buzz saw in the windows of their stores, sawing up the shoes of various manufacturers and some of their own, so that the difference in material and construction can be plainly seen. These demonstrations invariably attract large crowds. It is worthy of note that window displays that show something in motion attract the most people.

Demonstrations are by no means confined to the articles mentioned. Gas ranges and many other articles of the larger and higher-priced class may be advertised effectively by means of demonstrations.

Most demonstrators are women.

### GETTING THE RETAILER'S COOPERATION

9. The importance of the retailer as a factor in most general selling plans cannot be too strongly emphasized. It will do little or no good for the advertiser with an appropriation of moderate size to create interest in his goods if he fails to get the cooperation of the retailers. He may warn consumers to "Insist on getting Cook's," or to "Refuse all substitutes," but unless he has the retailer's good-will and has his goods easily accessible to the consumer, the force of the advertising will be considerably lessened. The retailer has a close personal relation with his customers, and his advice as to what is a good article and what is not carries great weight. The cooperation of the retailer is such a factor that some large concerns have made retailers stockholders in their enterprises, doing this on the assumption that the retailer will be more than ordinarily interested in pushing the sales of an article put out by a company in which he is interested.

The retailer under ordinary circumstances cannot be expected to share the enthusiasm of the general advertiser. He is in business for himself, is carrying hundreds of lines of goods, and has many salesmen coming in to see him and trying to induce him to buy. He doesn't welcome the advertiser's salesmen with open arms, and until some demand has been created for the goods, it is not an easy matter to get an order from him. There are several ways of interesting the retailer.

10. Advertising Locally.—If the advertiser agrees to do a certain amount of advertising in the local newspapers or cars, and to publish the name of the retailer as his local agent or as one of his local agents, the retailer will be interested, for he knows that the advertising will produce some business. A retailer is not averse to getting a little publicity for his store. It is a good idea to take around a proof sheet of all the attractive advertisements to be used in the campaign, so that the retailer can see just what is going

to be done. These proofs of the advertisements and the contracts with the local publishers have greater effect than a mere statement of what is to be done. Showing proofs of the company's general advertisements is a good idea even when no local advertising is done.

Agreements with retailers as to local advertising are of various kinds. Some concerns agree to do \$200 worth of advertising in a town if the druggist they select as their local agent will place a first order for \$200 worth of goods; and so on,

In seeking to induce department stores to exploit his goods the general advertiser will often be asked by the proprietor to stand the cost of a special panel in a number of the store's large advertisements and it may be a good investment to do so. If, however, the general advertising is strong, the department-store man can be made to see that it is to his interests to exploit the goods at his own expense and thus reap the benefit of the strong general advertising.

- 11. Consignment of Goods.—If retailers cannot be induced to handle goods in any other way, an order may be placed with them on consignment; that is, the goods may be shipped to them to be sold if sale can be made or to be returned if sale cannot be made. This scheme removes the retailer's usual objection—that he fears he may not be able to sell the goods—and may be used in special cases where it is highly important to have the goods on sale with retailers early in a campaign.
- 12. Advertising Service for Retailers.—A number of large advertisers supplement their general campaigns by furnishing an advertising service to retailers. A new general advertiser cannot always carry out this plan, for often the retailer is not inclined to spend his money in the advertising of goods until after some demand has been created. A retail clothier would be willing to advertise any stock that he had bought, but a grocer would hardly be inclined to exploit a new brand of baked beans at his own expense. However, advertisers like the H. J. Heinz

Company, Studebaker Brothers (manufacturers of carriages, wagons, etc.), the Crossett Shoe Company, the Shredded Wheat Company, and others whose goods are well known and in demand, may strengthen their general advertising greatly by furnishing retailers with attractive advertisements for use in the local papers or cars. Since there is already a demand for these goods, the retailer is not always unwilling to do some advertising of them at his own expense. In preparing an advertisement service, it is well to have some of the advertisements set up and electrotypes made and to offer retailers these electrotypes. This plan not only makes the use of the service more likely, but it will insure much better display than will ordinarily be secured where the setting of the advertisements is done in local newspaper offices. If, on account of varying column widths, it is not advisable for entire advertisements to be electrotyped ready for use, certain parts-the display and the illustrations-may be prepared, leaving the remainder to be set by local publishers.

Booklets, folders, calendars, window cards, store signs, counter hangers, posters, novelties, etc. may form an important part of the advertising matter furnished retailers. Some advertisers go to great expense in the preparation of such matter and make their window cards and store signs so attractive that retailers generally are more than willing to use them. Many of the store signs are made of metal.

13. Referring Inquirers to Retailers.-When the advertiser refers inquirers to the retailer, he gives the retailer a substantial proof of hearty cooperation. Advertising in the trade papers, advertising service, and other methods may fail to bring the retailer around to the point of handling the goods, but when the advertiser writes that Mrs. Smith, of the retailer's town, has inquired, that information has been given, but that the inquirer has been told that Mr. Retailer will fill her order, Mr. Retailer begins to see a chance for business. He may not act for a while, but if half a dozen people come in and go away disappointed because he cannot furnish the article, he is sure to yield. The

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consignment method or the method of selling direct in case retailer will not supply the order can sometimes be adopted to prevent the loss of early sales by the advertiser.

Furnishing of Goods With Retailer's Name. Many manufacturers will supply the retailer with a special order of goods with his own name on them, or some such printing as, "Put up expressly for \_\_\_\_." This makes each package of the goods a little advertisement for the retailer, and increases the attractiveness of the general advertiser's proposal. Many brands of ready-made clothing, shirts, cravats, etc. are sold with the retailer's special tag sewed on them. In many cases, large retailers will not handle readymade clothing bearing the manufacturer's tag, or trade mark. These dealers insist that the only tag or mark shall be their own. They do not believe it is to their interest to spend a great deal of money in popularizing a certain manufacturer's brand of clothing in the local field, when it is possible-if the clothing bears the manufacturer's mark-for the manufacturer to appoint some other retailer as his local agent and transfer valuable trade. Other retailers, such as furniture dealers, hold to the same view.

### FACTORS THAT AID IN THE SELLING PLAN

15. The Salesman.-Much of the success of a general advertising campaign depends on the traveling salesman. The effect of the best advertising will in many cases be lost if the salesmen who canvass the jobber, the retailer, or the consumer do not perform their work skilfully. Some large advertisers, realizing the importance of a capable sales force, go so far as to provide a training school for salesmen and to prepare courses on the salesmanship of their particular wares.

While a great variety of articles can be sold by mail without the assistance of a personal salesman, there are just as many that require the salesman's demonstration and persuasion in order to enjoy a large sale. Some insurance policies, for instance, are sold merely through correspondence between the company and the person wishing the insurance, but a capable agency force will treble or quadruple the sales of the company's policies. While the employment of the salesman increases the selling cost, the capable salesman, in addition to making sales to a much larger proportion of the people attracted by the advertising, will sell to many that have not been attracted, and taking his work as a whole, he is a profit rather than an expense to the advertiser.

- 16. Correspondence Department.—The mistake is often made of spending thousands of dollars monthly in advertising and then leaving the correspondence of the campaign to be taken care of by incompetent persons. Such advertisers evidently overlook the fact that an inquiry itself means little-that whether it is turned into an order depends almost entirely on the way the correspondence is conducted. It is not putting it too strongly to say that in many cases the correspondence is a greater factor than the advertising. the advertising manager cannot attend to this department, there should be a chief correspondent that is as able in his line as the advertising manager is in his; and where the work is heavy this chief correspondent should be provided with competent assistants. First-class correspondents are not easy to find. A canvass of leading advertisers shows that most of them prefer men as principal correspondents, rather than women, although some find women satisfactory. In some instances, the men correspondents typewrite many of their own special letters, composing direct on the machine, and have competent assistants to handle ordinary communications. Form paragraphs are used to advantage, and the dictating work is thus reduced.
- 17. Harmony Between Advertising and Distributing Plans.—The failure to adapt the advertising to the plan of distributing the goods is often disastrous. Some years ago, a Pennsylvania manufacturer of a food product spent \$5,000 in magazine advertising when his goods were in retail stores in only one section of Pennsylvania. The amount of advertising was not sufficient to create a strong

demand over all the country; that is, not enough to justify grocers everywhere in buying a stock of the goods. Having no definite plan for putting the goods within reach of possible consumers while the advertisements were appearing, all the effect of the publicity outside of the state of Pennsylvania was practically lost.

18. The Concentrated Campaign. -- If the food-product advertiser just referred to could spare no more than \$5,000, he should have planned to cover less new territory than the entire United States. By adding one state or even one city at a time and using mediums that circulated exclusively in that territory, he could have readily placed his goods with retailers and reaped the benefit of his advertising. This advertiser would not have required a great deal of money to cover Pittsburg so thoroughly that in a short time the buying public of that city would have been familiar with the merits of his goods. When shown the plans for a concentrated campaign in the newspapers, street cars, and on the bill boards of their city, the Pittsburg grocers would probably have been interested. If their cooperation could not have been enlisted previous to the beginning of the campaign, it could certainly have been secured early in the campaign. When the business was on a good footing in this territory, a good part of the grocery trade of the state would have been captured. Other cities could then be covered in the same way. When the country had been covered and the goods were well distributed, a general magazine campaign would be advisable and probably more economical. This plan of concentrating is a favorite one for exploiting a new article. In the case of an old article, already well distributed, there is no objection to covering the entire country at once.

It may be argued that the plan of concentrating the advertising in a small territory and gradually enlarging that territory is a slow process. But if the advertiser has capital enough, he may have a number of concentrated campaigns in operation at one time. If he is able to do this, perhaps

he might better use the magazines of national circulation rather than local mediums. Both plans have their adherents. Where the article is one likely to be purchased by everybody, such as a soap, there is strong argument in favor of concentrated advertising. If, however, the article is one that appeals to a distinct class, such as a typewriter or an automobile, the argument in favor of an immediate national magazine campaign is good, for it is easier and cheaper, as a rule, to reach classes with magazines than with newspapers.

19. In planning a concentrated campaign, the advertiser should cultivate the acquaintance of the jobbers and retailers who control the territory to be covered, and keep them in close touch with his plans. By so doing, his salesmen may be able to secure a large number of advance orders.

Where it is the plan to sell through jobbers, it would not be politic for the advertiser's salesman to supply goods direct to retailers. They should take orders from the retailers and have these orders filled by the jobbers from whom the retailers buy regularly. As a matter of course, the advertiser that already has established relations with the trade will be able to do more toward securing advance orders than will an advertiser new in the field. The Heinz Company, for example, would have little difficulty in adding a new product to the "57 varieties," and in getting it in the hands of the trade ahead of an advertising campaign.

The entire campaign should be as carefully planned in all details as a battle, and it should be executed with the vigor of a battle. A short, vigorous campaign carried out with newspaper advertisements, car cards, special window displays, demonstrations, sampling, or as many of these factors as are expedient, is much more likely to introduce an article than the same amount of energy expended over six months or a year. But while this is true, it is also true that a given territory cannot be left to take care of itself after a short period of concentrated advertising. Retailers have had much experience with advertisers that have come into the local field with a short aggressive campaign and then

suddenly stopped advertising, leaving the retailers with a stock to dispose of the best they could. Unless the commodity is in the class with such goods as mince meat, summer drinks, etc., which are particularly adapted to season campaigns, the plan should provide some support to the aggressive campaign.

Size of Appropriations.—The size of the appropriation is one of the important things to be considered in a general campaign. If an advertiser can make a very large appropriation, he can go ahead without giving close attention to "stocking up" the retail trade, and, by sheer force of his advertising, may compel retailers to carry his goods. When the demand by the consumer is strong enough, progressive retailers will certainly supply it. Advertising campaigns for articles of general consumption have been carried out successfully along this line, but only an advertiser with unusually large capital could afford to try it, for, in a great many cases, the first and second years may show a loss rather than a profit on the advertising investments. But even if an advertiser's capital is large, it is better to have a definite plan of getting the goods within reach of the consumer, and to avoid the loss of force that must result if, during the first year, nine-tenths of the people that would buy cannot get the article at their retailers.

The nature of the article must be considered in connection with the size of the appropriation. If an advertiser has a product that is purchased more liberally at certain seasons than at others, and he cannot afford a large appropriation, the best plan is to concentrate most of his appropriation in a few strong mediums during the season when it will give the strongest support to the work of the salesmen.

An appropriation that would be great enough to promote a new paper fastener would not be sufficient to promote a new washing powder or a new breakfast food. For the first article named, much could be done with \$500 a month, or even \$250 a month, but \$500 a month would amount to little in the case of a new washing powder or a breakfast

food, unless the publicity were confined to a small territory and thus made stronger.

- Nature of Medium.—The advertiser must first locate his prospective customers and then try to decide how they may be reached most effectively and economically. The method or medium may be unusual. There is a helmet intended for use by firemen and watchmen when going into places where gases from burning chemicals would be fatal if such a device were not used. The helmet sells for \$100. It is an article of merit, yet so few persons would have use for it that trying to reach these people through advertising in general publications would be like looking for a needle in a haystack. Besides, the cost entailed by such a plan would be prohibitive. There seemed to be no special trade journals through which this manufacturer could reach any large body of his prospective customers, for manufacturers of all kinds use chemicals. He eventually found that his only plan was to make up a mailing list of the people that he knew should try the helmet and then to "hammer" away at them with letters and other printed matter.
- 22. Study of Human-Nature Element.—The experience of an advertiser of chewing gum illustrates well the need for an understanding of human nature in working out the selling plan. When this firm, which was adding one state at a time to its territory, went into a new state, its salesmen would go into a city and leave with each retailer handling goods of that kind a box of the small 5-cent packages selling for a dollar at retail. The retailer was not solicited for an order then, but was told to put this free box on his counter, sell it for a dollar while the advertising was going on in the city, and put the dollar in his pocket. The idea of course was that the dealer would become impressed by the way the box sold under pressure of the aggressive local advertising, and would buy a stock when the salesman came around again. But the advertiser of the gum had discovered that where there were two boxes of chewing gum on a counter and one was full and the other was broken, the

average person, unless advertising had already created a decided preference for one of the brands, would buy from the broken box—the one from which others were apparently buying. Being familiar with this little trait of human nature, the advertiser of this new gum took out two of the 5-cent packages before giving the box to the retailer. In this way the box was broken at the outset. Had the advertiser not understood this very small but highly important matter, full sample boxes would have been given to the retailer. The full boxes would have remained on the counter a much longer time than broken boxes remained, and the slow sale of the gum would not have influenced the retailer to put in a stock of it. The incident shows the need not only for a well-worked-out selling plan fitted to the conditions but also for a good understanding of human nature.

### PLANNING THE CAMPAIGN

- 23. With a meritorious article of such character that it may be sold generally, the problem of the most effective advertising and selling campaign plan for that particular article arises. This is a matter that demands the most careful investigation and the most earnest thought of the manufacturer and the advertising agency that he may select. The article may be meritorious, a real need for it may exist, and the copy for the advertisements may be all that it should be; yet, if the plans are wrong, the result will be unsatisfactory or disastrous. For instance, in the marketing of a new complexion soap, the cooperation of retailers (druggists and other stores that handle such goods) is indispensable if the soap is to be sold on a very large scale. Any plan that disregards this condition has small chance for success. In order that an article of this kind may enjoy a large and regular sale, it must be placed where persons can easily procure it after they have become accustomed to using it.
- 24. Line of Attack.—The successful general wins his battle by making a careful investigation of the field and

deciding what line or lines of attack will carry the day. The planner of advertising must follow the same principle. Not only must he know the best trade route to follow, but he must be able to tell in advance what attack on the public mind will be necessary to create a demand: that is, what features of his product or selling plan he must concentrate on.

The advertisers of Regal shoes, by exploiting the oaktanned sole and the fact that Regal shoes are made in quarter sizes, gave the Regal shoe a unique position among popularpriced shoes.

The advertiser that first devised the instalment plan of payment for sets of books gave to that class of publishers the greatest sale-producing idea introduced for years.

Ostermoor & Company came into the field with a felt mattress possessing some distinctive features, and though for a long time it was not handled by any dealers, it has had enormous sales. Today, the impression almost everywhere is that the Ostermoor is more comfortable and more healthful than any hair mattress. So many imitations are made that Ostermoor & Company, in self-defense, are forced to sell through selected retailers.

The advertisers of a certain revolver so constructed that it can be fired only when the trigger is pulled, exploited that leading feature and have created a strong demand. Had the planner of this campaign not seen the unusual value of the safety feature and not held persistently to that point in the advertising, a highly successful campaign would have been missed.

The washing machine that enjoys perhaps the widest sale of all such machines was not marketed successfully until its promoters decided to put it in homes for free trial. "free-trial" idea made the campaign a great success.

The sales of a well-known safety razor were doubled by the offer of its advertisers to allow the purchaser to return the outfit to the retailer any time within 30 days if not satisfied.

A phonograph advertised for years merely as a machine of good quality and the genuine product of its famous inventor had its sales greatly increased when the entertaining

possibilities of the machine were made the line of attack. There was nothing of great advertising value in the phonograph as a machine, and it seems odd that the advertisers were so long in grasping the wisdom of setting forth by text and illustration the enjoyable entertainment that the machine afforded.

The success or failure of a campaign often depends on the ability of the advertising manager and the agency to "dig down deep" into the problem of disposing of the product, and to evolve a feature or a line of attack that will speedily make inroads on the favor of the public.

It is a hazardous business undertaking to spend many thousands of dollars in exploiting a mere name, a smoothly turned phrase, or a few pretty illustrations. Such campaigns have succeeded and other such campaigns may succeed, but there can be no doubt that the likelihood of success is greater and that less capital is required where the campaign appeals to the reason of the public. This point has been covered in the Sections devoted to copy writing, but its importance justifies repetition. The magazines contain numerous examples of advertisements that consist merely of some general, unsupported claim of "best" or "purest," but give no specific information. They attract attention, but as has already been shown, attracting attention is only one function of a good advertisement. It should interest and convince and, if expedient, cause some action to be taken, This does not mean that the general advertiser must go into the mail-order business or that he should fill his advertisements full of matter set in small type, but it means that when he spends \$500 for a magazine page, he should get something more than mere name publicity, that is, if his product has any meritorious or interesting features.

25. Details to Be Considered.—General campaigns are of such variety that it is impossible to set down a formula or an analysis that would be of much value in determining the proper plan for any one given business. Many successful plans are peculiar to the one or two lines of

business in which they are used. There are, however, a number of details or questions that frequently come into consideration. These are as follows:

- 1. Study of materials of article and the process of manufacturing.
  - 2. Merit of article.
  - 3. Character of article.
  - 4. Extent of market.
  - 5. Margin of price for advertising expense.
- Class of prospective customers; their circumstances, 6 habits, attitude toward article, etc.
- 7. Previous advertising experience of the advertiser, if anv.
- 8. Feature of article or selling plan to be made line of attack.
  - 9. Mediums that will reach prospective customers.
- 10. Whether large territory shall be covered all at once or taken up by sections.
  - 11. Proper trade channel.
  - Method of distributing goods. 12.
- 13. Kind of offers to make, or action to expect on part of consumer.
  - 14. Size and style of copy.
  - 15. Printed matter and follow-up system needed, if any.
- 16. Overcoming indifference of dealers and securing their cooperation.
  - 17. Securing local agents.
  - 18. Sampling.
  - 19: Window displays.
  - 20. Demonstrations.
  - 21. Competition and substitution to be met.
- 22. Length of time to continue aggressive advertising in a given territory.

### TYPICAL CAMPAIGNS

### IDEAL GAS-HEATED IRON CAMPAIGN

- 26. As an example of the process by which a general selling plan is formulated, a method of marketing a gasheated iron that has been perfected after several years of experimenting will be considered.
- 27. Selling Points.—The chief selling points of the Ideal gas-heated iron are as follows: It stays at a uniform temperature; only a little gas is burned, and all being utilized, the iron is very economical, costing only about a cent an hour; it can be heated almost instantly; it does not warm the kitchen, and therefore may be used without discomfort in summer; being heated from the inside, there is no smut on the outside to spoil dainty clothes; the handle cannot get hot; the iron is well made, will last a lifetime, is perfectly safe, and comes with attachment and tube for attaching to any gas jet.
- 28. Cost and Profits.—Let it be supposed that the net cost of the iron, including factory and office expense, is 30 cents when produced in quantity; that the retail price is \$2.50, and the discount to the trade 33½ per cent., making the net figure to the trade \$1.67. Now, if the manufacturer can double or treble sales by aggressive advertising, he will be ahead in profits, though his profit on each iron will be smaller on account of the advertising expense. Suppose, for instance, that without advertising he can sell to the trade five hundred irons a month. This would give a margin of \$685 a month (net price, \$1.67, minus \$.30 equals \$1.37 per iron) over cost of production, but the selling cost (salesmen's salary and expenses or jobbers' profit) would cut deeply into this. If irons can be sold at an average

advertising cost of 50 cents each, and sales can thereby be trebled, the advertiser, even with this increase to his selling expense, would have a margin of \$1,305 a month (87 cents per iron) over cost of production, out of which would come the cost of getting the irons to dealers through salesmen or jobbers. If aggressive advertising only doubled his sales, he would still be ahead in profits in spite of the extra expense of 50 cents a sale. With this in view, in order to get his sales started, the manufacturer can afford to sell at an unusually large expense for a time.

It is important to understand the early cost of marketing, for rarely can a selling plan be put into operation and the estimated cost for advertising, for salesmen's salary, expenses, etc., be kept within the limit from the very outset. Advertising would be no problem if all these things could be determined with certainty in advance. This advertiser may find that the advertising cost per iron will exceed 50 cents, or he may find that it may be made less than 50 cents. A salesman starting out to sell to the trade may not for a time make sales enough to pay his own salary and expenses. The story of every successful advertising campaign is that of a hard-fought battle, in which the plans of the "general" may possibly be carried out as first made, but are more likely to be changed to meet the conditions that arise.

- 29. Extent of Market.— Among tradesmen, it will be found that laundries, tailors, dressmakers, and cleaning and pressing establishments constitute one market for this iron. In the general public field, it is evident that women that do ironing or have this work done in their homes are prospective customers; but they must be women that live in houses supplied with gas. This shuts out from consideration all country women, unless they live in houses equipped with acetylene-gas plants.
- 30. Attitude Toward Article.—The price of the iron is reasonable enough for it to be bought by the great middle class, and as ironing by the older methods is hot, laborious work, the attitude toward the new method will

likely be favorable. If the ironing is done by a servant, the housewife may be approached with the argument that it keens the servant pleased, enables her to do more and better work with comfort, etc.

- Selecting a Medium .- Obviously, the best mediums to use to bring this gas-heated iron to the attention of women that iron or have ironing done in their homes and that live where gas is used, are the mediums read largely by this class of women. This does not mean that the advertising of the iron will have no effect on men, for some men will be influenced by it and may recommend it to their wives. sisters, or mothers; but the subject of ironing is not of such interest to men as it is to women; therefore "man circulation" of any medium will be of less value than "woman circulation." What mediums will reach large bodies of women of the class described? Magazines like the Ladies' Home Journal, Good Housekeeping, Woman's Home Companion, the Delineator, the Ladies' World, Modern Priscilla, etc., do, although a large proportion-just how large, it would be difficult to say-live where homes are not supplied with gas. Daily newpapers of the "home-circulation" type reach large bodies of these women, though they have also a large "man circulation." Street cars reach women, but probably more men than women; and the same is true of outdoor advertising, woman's life keeping her more in the home than does the man's. An article of this kind requires detailed description, and for that reason is not so well adapted to car advertising or posters.
- 32. The choice therefore narrows down to women's magazines and home-circulation newspapers. Both might be used in a large campaign, and in no case should one be condemned in favor of the other. It is a much-mooted point in campaigns of this kind as to whether newspapers or magazines are the better. A small appropriation spent in magazines makes the publicity in any given territory weak, but if the advertiser prefers to have a hundred customers scattered over fifty or sixty cities and towns, rather than one hundred

customers in one town, the magazine method would be better. It will be assumed that this advertiser desires to spend only \$750 a month for advertising during the first year, and that it is decided to concentrate this in a small territory and to build up the large territory gradually by the use of newspapers, rather than attempt to cover it all at once by the use of magazines. A fact that influences this decision is that it is deemed essential to the success of the campaign to get the cooperation of gas companies everywhere, and it is thought that this may be done better by limiting the extent of the advertising and making it strong in the cities where the effort is being made to interest the gas companies.

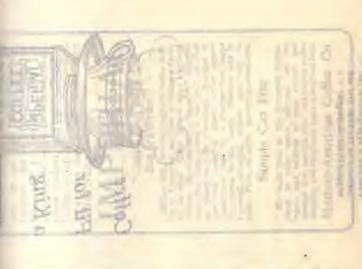
- 33. Territory Taken Up.—The factory being in Maryland, it is decided to advertise the iron thoroughly in this state before taking up another; and as Baltimore is the logical center, both as to population and influence, and is the only large city in Maryland, the campaign is started there.
- 34. Space Purchased.—The use of the American, a morning paper, and the News, an afternoon paper, will cover Baltimore well, and, besides, will give some valuable publicity in all the other cities of the state. At the rates prevailing at the time this Section is written, the sum of \$450 a month will be sufficient for an advertisement of good size and in good position in each paper three times a week, leaving \$300 of the appropriation to be used in other cities of the state.
- 35. Order of Insertions.—Monday being wash and ironing day, when the advertisement will be timely, it will appear in both papers on that day. The second insertion in the American is scheduled for Tuesday; the second in the News for Wednesday; the third in the American for Friday, and the third in the News for Saturday. This will cover the week well. A large proportion of the Baltimore home readers will see the advertisement in one or the other paper; many will see it in both.

36. Selling Plan.—The gas company is approached, shown the contracts and copy, and induced to put in a stock of the irons, so that none of the force of the advertising may be lost by reason of interested persons not being able to get them easily. If necessary, a first order of the irons may be put in on consignment.

A good booklet is prepared, and arrangement is made with the gas company to send one of these out with the next month's bills to each gas consumer on its books. While this plan calls for much cooperation on the part of the gas company, the gas company is to make a profit on each sale made through them, and, besides, the iron in many cases will mean a change from the coal range to the use of gas for ironing, and that means larger gas sales.

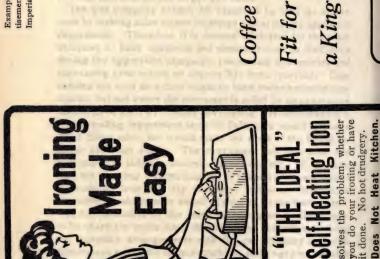
The gas company cannot be expected to lend its assistance in making sales unless inquirers call at its gas-appliance department. Therefore, it is deemed advisable for the manufacturer to have salesmen and demonstrators in Baltimore during the aggressive campaign, responding to inquiries and canvassing even where no inquiry has been received. Canvassing for such an article might be hard under ordinary conditions, but not where the canvasser is aided by an aggressive campaign of local newspaper advertising. A demonstration in the leading department store of Baltimore would not only make direct sales, but would make the work of the house-tohouse salesmen easier. The canvassers can also visit the dressmakers, tailors, cleaners, laundries, etc., of the city they are covering. A mailing list of these tradesmen should be made up from the city directory, and some descriptive literature should be sent ahead of the call of the canvasser.

A representative of the manufacturer goes to Baltimore, to be there for some time, directing the campaign, making the necessary arrangements with the gas company and with department stores for demonstrations, and engaging capable men and women for the canvassing work. These may be secured by use of the Help Wanted columns of the newspapers mentioned. Until they prove their efficiency, agents should sell entirely on commission.





Examples of appropriate advertisements for the Ideal Iron and Imperial Coffee campaigns.



cottee lands.

Economical. One cent an hour covers all cost of gas.

No Smutting. Flame is all inside. No smut to spoil dainty things.

Can't Explode. Attached in a second to any gas jet. Tube and attachment come with iron. Always ready. Lasts a lifetime. Price so low that every ironer may own one.

### TRY IT FREE

Call at gas-appliance department of Union Gas Co., 100 Baltimore St., and see an interesting free demonstration, or fill out and mail the coupon below and an Ideal will be placed in your home for a week's free trial.

Wilkins-Brown Mfg. Co. Hagerstown, Md.

Ion Baltmore St., Baltmore, Md.
I am interested in the Ideal Self-Heating Iron, and should like to try one for a week. It is understood that this does not

to do so after trying it.

obligate me to buy the Iron unless I wish

Street Address

Most coffees are from low-land trees and are of only medium grade. Hitherto, the high-land coffees have been held for special trade. The maturing of our extensive mountain crops enables us to offer Imperial Coffee, a high-grade, high-land coffee, at a price just a little higher than that of ordinary coffee.

## MPERIAL "Costs a Little More But It's Better"

Makes rich, brown, fragrant coffee lacking in bitterness and has a delicate flavor all its own. Goes farther than ordinary coffees. Economical in the end. Shipped from the plantations in the hull, so that no odors may be absorbed. Roasted in our own roasting plant, under expert supervision and by a process that keeps the aroma in the berry. Packed only in 1-pound, air-tight, square, screw-top, tin cans. Price, 45 cents. Accept no substitute.

## Sample Can Free

We want you to try Imperial Coffee. Send us your name, address, and the name and address of your grocer, and receive free sample can, interesting coffee booklet, and specimen bean in original hull.

# Mexican-American Coffee Co.

2018 Third Avenue, New York, N. Y.



Section of the particular and included

## Sample Cambles

or regress year, new paper or the way of the passenger of the town the same Commission of the last

ONLY SETTING

Willelin Stawn Big. Do. . . . . .

200





- 37. Copy Used for Advertisements .- Fig. 1 shows the kind of copy that would be appropriate in this campaign. The copy would be changed from time to time. shows a reproduction of an appropriate booklet cover. Only two plates are required for producing a cover like this, a tint block for the color and a black plate for the illustration, lettering, and decorative treatment. The booklet would deal more fully with the advantages of using the Ideal gas iron than does the advertisement. Fig. 1 shows the offer of the advertiser, the action expected on the part of the reader, etc. The best position for advertisements of this character would be on the local-news page or on a dry-goods page.
- 38. Extending the Campaign.—The duration of such a campaign as this depends on results. With the iron thoroughly introduced, the campaign need not be so aggressive. One pleased purchaser will tell others, and this is a greater aid to the canvassers than newspaper advertising.

When the Ideal is well established in Baltimore, and the goods are on sale regularly in the gas-appliance department of the gas company and in the leading hardware and department stores, the campaign can be concentrated in other cities of the state and gradually extended to take in other states. With the goods in stock over the country generally, magazine advertising could be used to strengthen the demand.

Although this hypothetical campaign has been planned along the lines of least resistance, its success is by no means a certainty. The campaigns for all specialty articles are more or less problematic. Optimism and courage to carry out his plans fearlessly are qualities that the successful advertiser needs, but, as stated previously, if it were possible to know always just what results a plan would produce, advertising would be a simple science.

The electric iron is already a great competitor of gas irons, and will become a more serious competitor as electricity becomes cheaper. This is a factor to be considered in such a campaign as that outlined for the Ideal Iron. First-class canvassers would play the most important part,

### IMPERIAL-COFFEE CAMPAIGN

- 39. As an example of another way of reaching the general public, a campaign will be outlined for Imperial Coffee, a coffee produced by the Mexican-American Coffee Company.
- 40. Former Trade Channel.—This company has for years been selling its coffees in bulk through commission men and jobbers-has never attempted to popularize any of its goods as a distinct brand. Selling in bulk at a low figure to the jobbers, the product has gone direct from the jobbers to large retailers and has been sold to the consumer merely as coffee of three grades—"cheap," "good," and "best." Being sold without special name, the coffee had established no permanent market for itself. Whenever the retailer could buy bulk coffee a little cheaper than the coffee of the Mexican-American Coffee Company, he bought it and sold to his regular customers without any difficulty. As the customers did not know what coffee they had been buying, unless the new coffee was decidedly inferior in taste, the change from one to the other was easy for the retailer. This made the trade of the Mexican-American Company uncertain-made the demand for its goods dependent entirely on the price they made the jobbers. They had no hold on the consumer; the consumer belonged to the retailer, the retailer to the jobber, and the producer of the coffee got what he could.
- 41. Plans of the Company.—The company owns large coffee plantations in Mexico, which include some unusually high plateaus that produce coffee of a superior grade. An altitude of between 3,000 and 4,000 feet is necessary in order to produce the best flavor in coffee. The company decides to popularize this high-land grade, to give it the name of Imperial Coffee, and to sell it in air-tight tin cans holding 1 pound each, the retail price to be 45 cents a pound.
- 42. Selling Points of Product and Marketing Methods.—There are many good selling points connected

with the product and marketing methods of this company, Firms engaged in roasting coffee for the trade enter the open market each season to find among the importations of new crops something that matches as closely as possible the grades they marketed the preceding season. matching, though not always impossible, is very difficult, as a buyer may secure a portion of a certain crop this season, while next season that crop may go elsewhere, and the best the buyer can do is to produce a blend that may come near the original but is not exactly the same in flavor.

The Mexican-American Company, marketing the product grown on its own soil, is able to provide the consumer with the same grade of coffee year after year. Having its own labor on the coffee plantations, the company can pick the coffee berries at various intervals all through the bearing season and get them at just the stage of full ripeness, making the coffee more nearly uniform than it would be if the crop were picked only twice or three times during the season and many green and overripe berries were gathered.

43. The coffee bean is merely the kernel of a berry much like a cherry in size and color. There are two kernels to each berry, and the berries grow in clusters. As the berries are gathered by the native pickers daily on the Mexican-American plantations, they are brought in and soaked in water overnight to soften the pod. On the following day, they are run through a pulping machine, which removes the outer skin, or pod. Then they are placed in a fermenting vat, where they are acted on chemically for from 24 to 30 hours, so as to loosen the pulp. The berries are then run through an immense tank, where they are thoroughly cleansed by a washing process, still, however, leaving the coffee bean incased in the inside hull, or parchment, as it is called, though the outside pulp has been washed off. This parchment entirely encloses the bean and serves as a protection.

A gravity process is employed, by means of which the coffee, after being pulped and washed, is carried by the flowing water through a cement channel, or trough. The perfect beans, which are heavier, go to the bottom, while the dead, or imperfect ones, rise to the surface and are carried away. This leaves only the perfect product for marketing. The coffee is then spread on an immense cement floor in the open air, where it is partly dried in the sun. Next it is placed in steam dryers, and after being thoroughly dried and still in the parchment, it is sacked ready for shipment. All this work is done on the plantation, in a large coffee-curing establishment equipped with modern machinery. The result is that Imperial Coffee, from the gathering of the berries to the shipping of the beans, receives the most careful attention and treatment.

To send the coffee incased in the hull, or parchment, to the roasting plant is expensive, but the result is a better coffee. Green coffee readily absorbs dampness, and unless it is handled carefully while in transit, keeping it apart from the rest of the cargo from which it could become contaminated by the absorption of odors, its fine flavor will be destroyed. For this reason, Imperial Coffee is shipped in the parchment, and much care is exercised in securing its transportation in vessels that are sanitary and have good facilities for keeping the green coffee uncontaminated.

44. While these careful methods have been followed for years, the concerns that purchase and roast coffees for the trade have not been willing to pay the Mexican-American Company what it feels it should have for this high-grade product. The company has therefore built a roasting plant of its own near New York City, with a view to beginning an advertising campaign, and playing a leading part in the marketing of its coffee.

When the crop is received at the roasting establishment, the hull, or parchment, is removed by special machinery manufactured for that purpose. The green coffee is then spread upon clean floors and allowed to remain there until

it is thoroughly dried and aged sufficiently to be roasted. It is roasted in immense cylinders under the direct supervision of an expert, who examines it constantly, as it must be removed the moment that it reaches a certain shade of brown. These cylindrical roasters allow only a minimum amount of the aroma to escape. After being cooled, the roasted coffee goes into a packing room, where it is weighed and packed in cans ready to be boxed, or crated, for shipment to the trade.

Roasted coffee easily loses its strength and aroma. To prevent this loss, Imperial Coffee is put up in tin cans that are carefully sealed. These packages are air-tight and moist-proof, and are made square and with screw tops to secure distinctiveness.

These facts are related, because they should be incorporated in the literature of the company in detail and as interestingly as possible, and also because they have an important bearing on the selling plan.

45. New Trade Channel.—As this company is one of large capital, it will not be forced to cover the United States by cities of by states, but they may begin with a campaign covering the entire country.

While coffees are sold by some large general supply houses direct to the consumer, it is obvious that this company should continue to have its products go through the hands of the retailer. Instead of having a mere executive office in New York, however, it is planned to have a general office there, to cut out the broker, and to organize a sales force to deal direct with jobbers and retailers. While it 'would seem to be a shorter route to the consumer if the company sold direct to the retailer, it must be remembered that grocers buy regularly from certain jobbers or wholesalers and are predisposed toward buying from these concerns. Furthermore, the jobbers and wholesalers, with their varied lines of goods to sell, can afford to send salesmen into territory where the salesmen of a specialty cannot afford to go. Therefore, while the Mexican-American 30

Company may have its own salesmen to cover the grocery trade in all cities and towns of fair size, it is thought best to have all orders supplied through jobbers—to have the Mexican-American Company salesmen, when an order is secured, turn the order over to the retailer's jobber. In this way, the company, while paying a jobber's profit, will get the benefit of the jobber's cooperation and the assistance of his salesmen.

46. Creating the Demand.—Assuming that the product will be ready for sale in attractive packages when advertising has made sales possible, and that a sales force will be ready for business, the important question is how to create a demand for Imperial Coffee.

Both men and women drink coffee, one perhaps as much as the other, but the man's preference in the case of an article of the kind is often the deciding factor. Impress a man, and he will likely suggest to his wife, his mother, or his housekeeper that she try some of the coffee. Therefore, mediums reaching both men and women may be used to advantage, though the campaign should be directed more particularly to women, since they are the usual purchasers of such goods. As persons at the head of homes are more likely than others to select the kind of coffee they drink, publications of the "family-circle" kind are the best for the advertising. The coffee is not of the cheap variety, yet it is not too costly for the average family to buy; hence magazines reaching the great middle class may be used.

The following list is made up: Half-page advertisements in McClure's, Review of Reviews, Cosmopolitan, Outlook (using only the magazine number of the Outlook), Harper's Monthly, World Today, Good Housekeeping, and the Delineator; and 8-inch, single-column advertisements in the Ladies' Home Journal, Woman's Home Companion, Ladies' World, the Home Magazine (recently combined with the Uncle Remus Magazine), and Collier's Weekly.

Probably no two advertising men would make up the same list for a campaign of this kind. The truth is that many of

the general magazines are read by much the same class of people, and unless the advertiser has money enough to advertise in all, which might give more duplication than would be desirable, he must merely make a selection, using those that he believes reach the largest number of possible consumers at the lowest rate. That a magazine is not in the list of mediums used does not always indicate that it would not be a good medium for the advertiser; he may not have appropriation enough to use all promising mediums. Some advertisers alternate; that is, use Munsey's one month, McClure's the next, then back again to Munsey's, and so on through many of the magazines, in this way reaching a more varied audience than they would otherwise.

Using the rates in force at the time of the publication of this Section, the space in the foregoing list would cost \$3,319 per month, assuming that the advertising would be continued through the year, and that the advertising agency retained the full commission allowed by the publishers.

47. Selling Plan.—Mere advertising would be a long time in creating a universal demand for Imperial coffee. People are using other brands with more or less satisfaction: they know nothing of the new brand by its name, and the advertiser will have to take the initiative, unless he is prepared to drive ahead with big advertisements and by sheer force compel retailers to buy. A way of taking the initiative would be to send the interested consumer a sample quarterpound can, and in order that the effect of this sampling may not be lost, the sample can may be sent on condition that inquirers will give their grocer's name and address. gives the advertiser opportunity to bring pressure to bear on the grocer. He may inform the grocer that one of his customers is interested in the coffee and agree, if the grocer will place a small order, to give inquirers, for a limited time, orders on him for a free pound can, the grocer to be reimbursed by the company for all cans thus given out. This idea is good, because a free small sample will make the advertising bring more inquirers, and the free pound cans

will make many friends for the coffee. While this method costs the advertiser something, the price of 1¼ pounds of the coffee amounts to little if a regular purchaser is gained. The user of a pound will surely give the coffee a fair trial; the result depends only on the merits of the goods.

If the trial of the coffee proves satisfactory, the inquirer is likely to specify Imperial when more coffee is needed, and a customer has thus been gained. If the customer asks for the Imperial Coffee and is satisfied with no other, the grocer has no option but to supply the demand or risk losing trade, and if the grocer asks his jobber to supply Imperial the jobber will lose no time in filling the order.

- Style of Copy.—A series of advertisements should be used for advertising Imperial Coffee. Fig. 3 shows a specimen of appropriate copy. This is one of a series of 8-inch, magazine, column advertisements. Another advertisement could emphasize the feature of shipping in the hull, or parchment, and so on. A neat booklet, giving an interesting description of the company's coffee lands, particularly of its high plateaus where Imperial Coffee grows, the methods of gathering and preparing for shipment, the roasting plant and processes, etc., would supplement the magazine advertising strongly. A color cut could be used, showing a coffee tree well laden with the ripe coffee berries. This booklet should be sent to each inquirer. One or two coffee beans enclosed in the original hull, or parchment, would, if sent along with the booklet, prove educational, and increase interest in Imperial Coffee. This history of Imperial, from the time it is gathered from the mountain coffee trees by the native pickers to the delivery to the consumer, can be made as interesting as a magazine article.
- 49. It is not necessary that all the sales work among grocers be carried on by the company's special salesmen or by the jobber's salesmen. In addition to a sales force sufficient to cover the jobbers and the principal grocers of the larger towns and cities, and the regular salesmen of the jobbers, the sales of Imperial should be helped by a good

correspondence department in charge of an expert corre-This department should follow up the advertising vigorously with form letters and special letters to grocers and jobbers, and make use of good folders and cards.

Good window cards and store signs should be made up for the grocers. Some competent demonstrators should be engaged to go from city to city, demonstrating Imperial; and arrangements should be made with large grocers of each city to give space for a day for the demonstrator to make and serve Imperial Coffee free to his customers as they come in, all sales made by the demonstrator to be credited to the retailer, of course. A clever demonstrator can, without undue insisting, sell many pounds of coffee in a day. Reading notices in local newspapers help these demonstrations, reaching many persons that do not see the magazine advertisements.

Such a plan as this would probably have to be changed in some of its details as it is put into effect. When the coffee is well established in a city, it would be well to stop giving away samples. In time, the trade of the advertiser might be such as to enable him to "eliminate the jobber" and to deal direct with the retailer by correspondence and through occasional visits of salesmen, for when demand has been created, continued good advertising will keep up trade.

#### ENCYCLOPEDIA CAMPAIGN

- 50. Having considered a campaign in which a specialty was placed with consumers through arrangement with retailers, and another campaign in which a staple product came to consumers through jobbers and retail grocers in the regular way, a third campaign will now be considered in which the advertiser has to establish his own sales agents, or representatives.
- 51. Merit and Character of Article.—The advertiser in the campaign is a publisher. The article to be sold is the Intercontinental Encyclopedia, a high-grade work of its kind,

consisting of twelve large, well-printed and well-illustrated volumes bound in several styles, the lowest-priced binding selling for \$75 cash, \$80 payable in monthly instalments of \$10 each, \$85 payable in monthly instalments of \$5 each, or \$90 payable in monthly instalments of \$3 each. There are other bindings selling for cash at \$100, \$125, and \$150, respectively; these, too, are sold on the instalment plan at increased prices. This new work is the result of years of painstaking study and effort on the part of eminent writers and authorities, and will stand the most critical examination. In preparing it, many manuscripts were rejected as being not good enough. This encyclopedia has the indorsement of authorities, and is being purchased by institutions and individuals whose very purchases constitute a high indorsement. Its maps and illustrations are of the best character, and impress readers with their superiority.

A high-grade, modern encyclopedia is a home library and a most useful one. It will furnish information as to the history, development, character, meaning, etc. of almost anything that may come up; and the need for authoritative information on some point or other is almost a daily one with many people.

Encyclopedia Buyers.—It is evident that a work of this kind will be sold, as a rule, to only a selected class. The day laborer of limited education, with only one or two books in his home, is not likely to buy a \$75 encyclopedia. In order to appreciate a good encyclopedia, a man must either be of a studious or investigating spirit or have more education than mere ability to read and write. If he is a professional man or occupies a station in life in which he is expected to be well informed, he could make good use of such a set of books, whether he is fond of reading or not. Therefore, the persons at whom the advertising will be aimed are those of all the professions; men and women of fair and higher educations; and progressive, ambitious, and book-reading persons generally. "Progressive, ambitious" persons will include many whose early educations were

limited, but who are earnestly striving to become well informed.

Men are more likely to buy a work of this character than women. One reason for this is that unless a woman has money of her own, and there are fewer money earners among women than among men, she would hardly be able to buy such a work. But she might suggest its purchase to her father, her brother, or her husband. Comparatively few people own encyclopedias, and of the great number that do not own them, there is a certain large proportion that will not appreciate the usefulness of a work of this nature.

Schools, libraries, and professional people generally should be canvassed by the salesmen of the Intercontinental Encyclopedia whether or not inquiries are received.

53. Line of Attack.—The first object of the advertising should be to make readers feel the need of an encyclopedia. While it would not be judicious to make the statement that those who do not own encyclopedias are behind the times and are likely to be handicapped when they come into competition in business or into contact socially with people that do own such books, the canvass may be so framed as to leave this inference.

To make it clear that the encyclopedia is an interesting work for individual and family reading is not sufficient. The prospective purchaser should be shown that it is to his material interest to own the Intercontinental Encyclopedia—that it means more to him in dollars and cents to be well informed on the topics that come up from day to day in his work and in consultation with his superiors.

The first line of attack, then, should not be to set forth the merits of the Intercontinental Encyclopedia, but to convince readers that it is to their interest to own an encyclopedia. When this has been done, the next object is of course to convince them that the Intercontinental is the best to buy.

54. Object of the Advertisements.—The purchase of a set of books costing \$75 or more is a matter of too much importance to the average person for it to be acted on

hastily. It would be folly to attempt to make sales on the strength of the advertisements alone. For one thing, a page magazine advertisement does not afford space enough to give all the information that would ordinarily be required about an article of this kind before buying. True, if a selling plan were adopted of offering in the advertisement to send books free for examination on the return of an order coupon filled out and a payment of \$1, some readers would order a set for examination. The difficulty, though, with such a plan, would be that before a reader orders even for examination. he usually wants to know what the price is going to be, for he might not be able to pay it; and publishing a \$75 price in an advertisement of the Intercontinental would deter many from investigating that might buy if they had full information and were shown that the encyclopedia was well worth the price asked.

- 55. Examination Essential to Sale.—From the foregoing remarks it is clear that the selling plan for this article should provide a way by which the prospective may see the encyclopedia and have his desire for it well whetted before the chief objection—the price—comes up. This is best accomplished by the appointing of competent agents in all territory that can be covered advantageously. While the salaries and expenses of agents will increase the selling expense of the encyclopedia, the greater number of sales will more than justify the addition.
- 56. Duties of Sales Manager.—It will be necessary to engage a competent sales manager—a man that understands how to train men to sell an article like an encyclopedia and that knows how to get the best results out of men. His work and the work of his traveling assistants will be to teach new agents the best methods of approaching prospective purchasers, how to deal with the various questions and objections that will arise, and how to bring the canvass skilfully to a close and get the order blank signed.
- 57. Mail Soliciting.—A mail-soliciting, or correspondence, department is organized under the direction of the

sales manager. The duty of this department will be to take care of all territory so sparsely settled that it cannot be covered profitably by agents. The percentage of sales from a given number of inquiries, however, will not be so great where the assistance of the salesman is lacking; nevertheless, a good percentage of sales may be brought about by correspondence alone. The experience of a large advertiser that followed a plan somewhat similar to the one described here, shows that there will be about twice as many orders secured where the salesman's work supplements the mail canvass; that is, if 18 per cent. of the inquiries are turned into orders by mail soliciting, about 36 per cent, will be secured where the prospectives are canvassed both by mail and by the salesman. This mail-soliciting department, in addition to taking care of inquirers living out of the reach of the company's agents, may take up cases that the agents do not close, but which for various reasons are not regarded as hopeless. A prospective, for instance, may be out at the time the agent calls, and the agent, if he covers many towns, may not be able to call again for a month. Some persons may refuse to deal with the agent; and some may promise to buy at a specified later date. On receiving reports of such cases, the mail-soliciting department will take up the canvass and endeavor to secure the order.

58. Method of Handling Business in Agents' Territory.—In territory covered by the advertiser's agents, this plan will be followed: On receiving an inquiry, descriptive literature will be sent, setting forth the usefulness and modernness of the encyclopedia; showing specimen pages, specimen illustrations, the book of indorsements; etc. A large sheet in colors will be included, reproducing the four styles of binding and having the illustration the full size of the volumes. A good letter will go forward, supplementing the other literature. This letter will inform the inquirer that the company understands that no one can appreciate the Intercontinental without seeing it, and that therefore a representative will call for the purpose of showing a specimen volume. No information is given as to the price. A slip similar to the form shown in Fig. 4 is made out, the original being sent to the representative covering the territory from which the inquiry came, and the carbon copy being placed in the files of the sales department, where it remains as a reminder until a report has been received from the representative advising that a sale has been made or telling why a sale cannot be made.

No. 1834

# Representative's Report

Territory No. 20

The Representative will at once interview this Home-Office prospective and report the result.

Name James Wilson

Address 18 Willoughby St., Troy, N. Y.

Is prospective's name exactly right-spelling, initials, etc.? If not, correct it for Home-Office File.

Source McClure's Magazine

| Did you personally interview the prospective? | If so, report result of interview |  |
|---|-----------------------------------|--|
| Date of interview                             | Interviewed by                    |  |
|   | Fig. 4                            |  |

Fig. 4

59. No follow-up letters will be sent to persons whose inquiries have been referred to agents; these inquiries will be left entirely to the agent, unless his report shows that mail soliciting is advisable. All correspondence from these inquirers will be answered fully, of course, but the original letter and a carbon copy of the reply will be forwarded to the proper agent for his information. All sales in an agent's territory will be credited to him, unless he makes a final report to the effect that the case is hopeless and the order is afterwards secured by mail soliciting.

- 60. The agent will be expected to do his own collecting on sales that he makes on the instalment plan. It is to his interests, as well as the company's, to have the instalment payments as large as possible; that is, to have the purchaser agree to pay \$10 a month rather than \$5, if possible. The large payment makes the payment of the whole amount more certain. If a payment of only \$2 or \$3 a month is accepted, the purchaser will be a much longer time in paying the full amount. This means the expenditure of a great deal of the agent's time; furthermore, so many things are likely to occur to the purchaser before the whole is paid, such as sickness, death, loss of employment, loss of interest in the purchase, etc., that the small-instalment plan should be adopted only as a last resort. A higher total price should always be charged on small-instalment plans; this will serve to offset some of the disadvantages.
- 61. Where an account goes delinquent, a "charge-back," or penalty, will be deducted from the agent's commission. This serves to make him careful to get large instalments and to look after collections closely.

Agents may be permitted to make a discount offer as a means of closing sales, and this discount may be made a little larger in summer, to prevent the usual summer decrease in orders.

The purchaser must in all cases be furnished with a copy of the original order. This order provides that no payment shall be made except when the agent produces the company's receipt form, and that the purchaser shall require the agent to give a receipt for all payments.

As a protection against dishonest agents, the company will require all agents to be bonded by a surety company before they start to work.

62. The plan of compensation to agents will be a guaranteed living salary; but in order to earn more, the agent must produce more than a certain percentage of sales and collections. As the agents will do some independent canvassing outside of the inquiries that are referred to them,

and should be able to make many sales in that way, the sales manager decides that twelve sales a month or the collection of 75 per cent, of the instalment payments due each month shall be reached by each agent before he will be entitled to any excess over the guaranteed salary. When twelve sales or 75 per cent. of collections are made, a commission will come into effect. This will apply on all sales or collections that have been made during the month and will entitle the representative to a still larger commission on any additional sales or on any excess of collections over 75 per cent, that he may make during that month. If the representative reaches the required standard on collections only, he will receive the extra pay only on collections. He must reach the standard on both sales and collections to get the maximum amount of commission. After reaching the required standard on both sales and commissions for three successive months, the agent will be given a larger guaranteed salary.

The company will not, of course, retain agents that cannot reach the required standard in sales or collections after a fair trial. The course of training and directions provided by a good sales manager, however, should make capable workers out of a fair proportion of those given a trial. The proposition is one far above that of the usual book-selling scheme, and should, both from the class of people dealt with and the compensation, be attractive to salesmen of higher educational qualifications and general ability.

63. The agent will be equipped with plenty of good literature concerning the encyclopedia, know his story well, and have with him a specimen volume of the popular style of binding. He will also have a set of sample covers, showing the style of binding of each of the other sets.

In addition to the discount offer, the agent will have the special privilege of leaving a set of the books in the prospective's home for a week, free of charge, to be removed at the end of that time if the inquirer concludes that he does not want to buy. This plan will enable the agent to present the encyclopedia in the very best light. An experienced

man canvassing on this arrangement should be able to sell to one-third of those who inquire.

The agent's report to the home office should not be made until it can be made definitely; that is, if the agent calls once and cannot see the inquirer and expects to call again, he should not report until he has made his other visit.

64. Handling Inquiries From Mail Territory.— Where inquiries are from points that cannot be reached by representatives, they should be well canvassed with a series of three follow-up letters. The discount offer may be used as a special inducement, and the offer to send a set of the books for a week's examination in the home should be made to all inquiries whose letters indicate them to be persons of responsibility. Where responsibility is doubtful, a special letter may offer this free examination on receipt of references as to responsibility.

These follow-up letters should be sent out about 15 days apart. The first letter should offer to send the books on receipt of the signed contract blank and a first payment, with the privilege of returning after examination if the encyclopedia does not prove satisfactory. The discount offer should be made in the first letter. The second letter may offer to send the books for a week's examination (in case of responsible persons) without any advance cash payment, the inquirer merely forwarding a signed order, in which he agrees to retain the books and to make monthly payments if they are satisfactory, or otherwise to return them to the express office. The third letter may offer a final extension of the discount and put the advertiser's best argument before the prospective once more. A return card could be used to advantage in learning the prospective's intention as to buying an encyclopedia at some time in the near future or in learning why he did not order.

65. Importance of Contract Form.—Contract forms should be used in all cases where the instalment plan is adopted, and should specify that the title of the property does not pass to purchaser until the full price is paid. This

form of contract should be legally correct, in order that the company may collect sets of books on which the full price has not been paid. Some lawsuits are inevitable in all large selling campaigns of this kind. While, however, the contract ought to be a binding form, it should be as simple as possible, for a formidable-looking document will prevent many persons from signing.

- 66. Inducing Purchasers to "Cash Up."-A good scheme for getting cash settlements at the end of 60 days on instalment accounts would be to offer an extra discount. giving the purchaser advance notice so that he may be prepared, or to offer a handsome stand for the books. It may be explained to purchasers that the company has to spend money to make collections, and that the company is willing to allow this expense to go as a reduction or as a gift to the buyer if he will "cash up." These offers will cost the company something, but the decrease in delinquent accounts will more than compensate for the expenditure involved.
- 67. The working plan of this campaign has been described with some detail, because in many instances the method by which the product is marketed has a greater bearing on the success of the campaign than the advertisements. With the plan worked out to this extent, it remains to select mediums, prepare copy, and decide on time of insertion.
- Selection of Mediums .- Magazines that reach the better class of homes are best for the advertising of an encyclopedia like the Intercontinental. The "read-in-thehome" newspapers cover a field that may be made to yield prospectives, but as the campaign has a strong mail-order feature, the magazines will, generally speaking, give better results. If newspapers are used, the Sunday issues should be selected. Sometimes in campaigns of this kind, newspapers will take hold and advertise special arrangements by which orders may be placed through them. See Fig. 5. This method gives the encyclopedia the support of the newspaper and greatly increases the chances for a successful local campaign.

# THE SCRANTON TIMES

ANNOUNCES

# A GREAT CO-OPERATIVE ENCYCLOPEDIA CLUB

Believing that every home should possess a good, up-to-date Encycledis. The Times has made arrangements to distribute a timited number of set of America's Latest Library of Reference—The New Sandard Encyclopedia and Atlas—among the readers and friends of this paper. This distribution will be accomplished by means of Co-Operative Club, similar to those formed in New York, Chicago, Boston, Pittaburg, and other large cities last year under the auspices of the great metropolitan newspapers. An Encyclopedia is a whole library in Inself. It gives in condensed and convenient form the collected widom of all time. Here will be found the latest and most exact information on every subject—written in words that all can understand. There may be no royal road to Learning, but there is a quick and easy one for those who have a good modern Encyclopedia. Any ambitious man or woman can get the equivalent of a college education out of our Encyclopedia.

#### A LIMITED OFFER

The Times has arranged to extend, the same opportunity to the people of Seranton and vicinity. Through The Times Encyclopedia Club, the latest and best Encyclopedia for home and general use can be had at the lowest possible price, and through an arrangement that brings it readily within the reach of those in humble circumstances, as well as their more prosperous neighbor.

The edition which we have secured is a very small one and the sets will last but a short time. They are fresh from the presses and go directly from the binder to you.

They are printed from new plates on high grade book paper and bound in a beautiful and substantial manner. The work is the best in every respect and will prove satisfactory in every way.

Every home should have a first-class American Encyclopedia. Readers who have no Encyclopedia at all or who have an old, out-of-date, unsatisfactory Encyclopedia should send for particulars at once. Full information regarding the Club and the Encyclopedia will cost nothing and may be worth many dollars to you.



#### PRACTICAL CO-OPERATION

The TIMES' object in forming this Club is, first to place useful and necessary books in the homes of the people; and second, to demonstrate the practical power of co-operation.

Heretofore the best Encyclopedias have been held at such high prices that only the neith could afford to own them. This is largely the result of expensive selling methods. Before the books finally reach the home of the purchaser they pass through the hands of various middlemen, such as agents, canvissers, etc. each of whom demands a share of the profits.

This makes the net price to the customer far out of proportion, hence, first-class, high-grade Encyclopedias have been largely confined to the favored few who could afford to pay from \$30 to \$150 for them.

The Times' Encyclopedia Club does away entirely with all middlemen. The books go directly from the bindery to the club member at the wholesale price, hence those who join the Club are enabled to secure sets at the lowest possible price and on terms that amount to but a few cents each day. This is practical co-operation

# NEW STANDARD ENCYCLOPEDIA AND ATLAS

13 Masalve Valumes 10,000 Pages 00,000 Articles 3,000 Illustrations when the control field careful for one Impropriety fact would assess up to 21 replement, the same and particles to the land great for the careful for the land great for the careful for the land great fored great for the land great for the land great for the land great

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President Food, Dickinson College: "A library principal Felter, Brockly High school;" A mc Congrummen Chimp Clark, Minson;" A pre-Source State College College

work in many quarters.

School Breddard, New York University: "Concise, accurate, of convenions size, and well up-to-date."

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FREE-Sample Pages and Full Particulars of the Club Plan-FREE

ther with a large Illustrated book contributing many bountful and interacting agest from the Encyclopedia, pertenties of President Monoraret, the Engages of the Residence of Large and Editation of Japan and Engages of Spain and Engages of Spain and Spain a

Call at Office or Send Coupon.

Fig. 5

The top display of this advertisement is poor. The unusual opportunity to procure an encyclopedia is the feature that should have been emphasized—not the name of the newspaper

The magazine is more likely to be read in the home and it stays around longer, both of which factors make it the superior medium for this kind of advertising. Century, Harper's, and Scribner's should bring a good class of inquiries. As the encyclopedia may be sold on easy terms, it is not beyond the means of the alert, progressive readers of the great middle class. Therefore, magazines such as McClure's, Munsey's, The American, World's Work, Review of Reviews, The Reader, Everybody's, etc., and such weeklies as Collier's, Saturday Evening Post, Literary Digest, and the Outlook may be used. Many others could be added to the list. Only an actual trial will determine which are the best payers; there is no way of determining such a matter in advance unless the experience of other advertisers of encyclopedias can be investigated. If the advertising agent has had previous experience in marketing dictionaries or sets of high-priced books of other kinds, his knowledge of mediums will be of great value in making selections.

The advertising manager should look into the character and amount of a magazine's circulation as compared with the rate, and after using his best judgment, require each magazine to prove its value by actual results.

69. Publishers set up the claim that several insertions are necessary in order to test a medium's real worth. This is true of some classes of advertising, but not of an advertisement that would be used for the Intercontinental Encyclopedia. If two insertions in a medium do not bring inquiries and orders somewhere near the cost limit, the manager will likely waste money to continue giving that magazine his business. Of course, time must be given for the inquiries to come in. Some magazines that are known to be good producers bring inquiries slowly but continue to bring them for a long time after the insertion of the advertisement.

Hundreds of small and new mediums will besiege this advertiser for orders. As the mediums of small circulation in nearly every instance charge a higher rate per thousand than those of large circulation, the manager, unless he is

convinced that he could add some of these mediums profitably to his list, may give claimants an effective answer by proposing to give them an advertisement and pay according to the returns that he gets; that is, if a magazine produces five orders, to pay for those five orders at the rate he has established as his cost limit. The larger magazines will not accept a proposal of this kind, but it is an effective way of dealing with insistent small publications of doubtful value.

- 70. Cost of Inquiries and Orders.—This company can probably afford to pay for orders 10 per cent. of the average sale value. If, therefore, the average sale is worth \$70 to the company (delinquent accounts will prevent the average sale from being equal to a general average of the selling prices) and agents sell to one-third of the inquirers. replies to advertisements should not exceed a cost of from \$2 to \$3. However, in this matter, the advertising manager must be governed largely by returns. One magazine may produce inquiries at a low cost, yet the grade of inquiries may be so low that not more than one-tenth can be made purchasers; and such a magazine may after all be unprofitable. Another magazine whose inquiry cost is high may furnish a high percentage of sales, and may after all come well within the cost limit. The advertising records should show the style of binding that the different magazines sell. If one magazine makes more than its share of sales on the highest-priced binding, the company can afford to pay more for inquiries from that magazine. Likewise, if one magazine does much better than others on cash sales, its inquiries are worth more.
- 71. Style of Advertisements.—The advertisement of the New International Encyclopedia, reproduced in Fig. 6, affords an example of high-grade encyclopedia copy and is a style that would be appropriate for this Intercontinental campaign. No such encyclopedia as the Intercontinental exists, and the campaign outlined is a hypothetical one; therefore, nothing here mentioned in the way of prices, discount, etc, applies to the New International. It will be well to note



# The World Makes Way for "The Man Who Knows"

and knows that he knows. In every big business house, when a perplexing question arises, there is some man who is sent for as the man who knows. It may be worth thousands of dollars to you to be that man in your house. With a set of The New International Encyclopacia, together with the book of study courses that comes with it, you can so thoroughly inform yourself on any of 100,000 subjects that when any question comes up you will be able to answer it authoritatively, positively and correctly. Mininformation or hearasy is danger-

# The New International Encyclopædia

for your authority, you stand upon solid ground. You can repeat its statements without reservation, qualification, quotation marks or fear of having to "back down." Many men have won promotion and high positions simply by being able to answerst critical times questions that baffied their superiors. The New International gives information about your business that years of experience will never supply. The authoritative position of The New International Reprojuence in all the second products of the second the second products

### FRANCIS LYNDE STETSON, Attorney and Commelor at Law, New York.

"Being already theowers of three other cyclopdias, imabelore parchasing the NEW INTERNATIONAL; is many parchase the work has been to me of much use. I askisted and gratified by the compactness, completenes to information upon subjects as to which I was compact ferestially upon several subjects as to which the News may principal source of information."

## CHARLES EMORY SMITH, Editor of the Philadelphia Press.

I have the New International Encyclopedia both in private library and in the library of THE PRESS. so complete, compact, suthorisative and specially upded to the wants of American readers. In literary and mechanical qualities it is advable both the basy and the scholarly and the activative series of the compact of the private of the compact of the c

#### 20 VOLUMES 100,000 SUBJECTS 16,000 PAGES 7,000 ILLUSTRATIONS To learn more about this work, let us send you two interesting and useful books free.

One is our famous specification foot, which contains every-fleq received specification of the local frame, but half of which you probably cannot answer offmand. It shows the usefulness and practituding of the local flex of the l

DODD, MEAD & CO., Publishers, 372 Fifth Ave., New York

Readers of THE LITERARY DIGEST are asked to mention the public

the direct relation that the illustration of Fig. 6 bears to the text, and how it brings out not the particular selling points of the New International, but the need of an encyclopedia, and what it means to be well informed.

Nothing smaller than a magazine page would be sufficient to advertise an article like an encyclopedia. The advertisements could be changed from time to time, but the ones that "pull" best of all could be repeated after a period of rest. Sometimes, when the reason for superiority is not apparent, one piece of copy will do much better than any other. In such a case, it may be used again and again, and its style closely adhered to in preparing subsequent advertisements.

72. Season for Encyclopedia Advertising.—The summer would be the least favorable time for the advertising. December, on account of the fact that people at that time are saving money for Christmas would not be a good month, unless a special advertisement were used setting forth the appropriateness of the encyclopedia as a Christmas present. Spring and fall would be the best seasons for the aggressive campaign.

#### AUTOMOBILE CAMPAIGN

- 73. Automobile manufacturing is one of the growing industries of the age. The automobile has come to stay, and an enormous amount of capital is already invested in the business. While the selling of this article is now necessarily restricted to a certain purchasing class, it gives promise of development that will make the use of the automobile almost as universal as the present use of ordinary vehicles. An automobile campaign therefore presents some interesting problems for the advertiser—problems that relate to methods of selling, copy, mediums, waste circulation, etc.
- 74. Prospective Customers.—It is evident that prospective automobile customers will be found mostly among the well to do. The low-waged class—the masses—cannot afford automobiles at present prices. In addition to the

general field, there will be a sales field among transportation and transfer companies in the larger cities.

- 75. Trade Channel.—An automobile may be sold direct from the manufacturer to the consumer in cases where the consumer cannot conveniently go to a sales agent and it is not practicable for the sales agent to go to the consumer; and in such cases, the manufacturer can easily get a rating on the prospective customer and be assured whether it is safe to ship a machine on approval. But a necessary part of the sales plan is that the manufacturer, sooner or later, shall have sales agents or dealers in all large centers, so that when he receives an inquiry, he can either send his nearest saies agent to see the inquirer or refer the inquirer to the agent. The sales agent therefore plays a highly important part in such a campaign.
- 76. Line of Attack.—At the outset, it is well to keep in mind the purpose of the automobile and the reasons that naturally govern the purchaser in his decision to buy one. Without any very deep analysis of the automobile industry, it is plainly apparent that the purchaser has either pleasure or utility in mind, or both. At the present prices of automobiles, it is safe to conclude that the purpose of the average purchaser is pleasure. At the same time, the utilitarian idea is not always lost sight of in arriving at the decision that impels a man to invest from \$2,000 to \$5,000 in a vehicle. Remembering that the purchaser has either pleasure or utility in mind, or both, two questions naturally present themselves to the advertiser: (1) How far shall the advertising seek to create a desire for outdoor pastime? and (2) how much space and money shall be devoted to exploiting the selling points of the machine itself? Shall it be assumed that the possible purchaser of the automobile is already imbued with the desire to enjoy the outdoor delights of automobiling, or is he already convinced of the utilitarian value of such an easy and comfortable means of transportation and therefore needs only to be persuaded that the advertiser's machine is the best one to buy?

77. The assumption that the possible purchaser is already impressed with the possibilities of outdoor enjoyment that go with the automobile is all right for an illustrated booklet that is to be sent out in answer to inquiries, though a little strong introductory matter about the pleasures of automobiling would not be amiss. However, in magazine or newspaper advertising, thousands will be reached that have not acquired the "automobile fever." It is the business of the advertiser to inoculate those persons with the "automobile germ." He should start out with the deliberate purpose of using some of his space for the purpose of creating in the mind of the reader a desire to enjoy the pleasures of automobiling. He must sow in the reader's receptive mind the seeds of discontent-persuade him by inference that the old-fashioned means of vehicular transportation is out of date, unsuited to the demands of our time, and that he is missing a world of enjoyment and comfort that the possession of an automobile would provide. His mind must by picture or text be led along country highways and pleasant fields, under sunny skies, into the ozone that is clear and pure and life-giving, far away from the stuffy, smoky atmosphere of the crowded city. This idea should predominate over the utilitarian argument, for the plain reason that pleasure appeals to more people than does work; yet along with the idea of pleasure goes the idea of quick transit to factory, store, or office. Here is the happy combination of ideas—pleasure and utility. Now the question for the advertiser is, How shall these ideas be blended with the purely technical points of the machine—the selling points—so as to make the advertisement not only interest the reader in automobiling, but also impress him with the mechanical advantages of this machine over other machines? Few readers of a magazine or newspaper are mechanics or engineers. Particularly is this true of possible purchasers of automobiles. They are mostly merchants, manufacturers, and the more successful lawyers, doctors, and stock brokers. They do not make their money in mechanics. Most of them, unless they have already owned automobiles, have hazy

notions about the principles that govern the construction and operation of a gasoline or other automobile engine.

78. Most purchasers of automobiles will leave the operating to chauffeurs or others that may be employed to run the machines, but how are possible purchasers to be impressed with the superiority of one machine over another unless some information about the simple mechanical principles that underlie the construction of automobiles is given in the advertisement in a popular way? It is very clear, then, that automobile advertising must necessarily be "educational." Automobiles are in a period of development. Until the public becomes as familiar with automobiles as it is with the ordinary wagons and carriages, this educational work should be a leading feature of automobile advertising.

The dealers very naturally give preference to automobiles that are widely advertised and whose names and peculiarities are widely known. Few dealers or sales agents can be persuaded to take hold of an unknown machine, no matter how meritorious or in what mechanical features it may claim an advantage over the better-known machines. The same is true of the purchasing public. Other things being equal, the average purchaser that investigates automobiles for the first time and that has had no experience with any particular machine, prefers to take his chances with one of the well-known types rather than risk an investment of three or four thousand dollars in an unknown machine, even though he may be furnished with what appears to be good evidence of its mechanical superiority.

79. Copy for Catalogs, Advertisements, and Letters.—In planning an advertising campaign for an automobile, it will readily occur to even the beginner that successful publicity for this particular product is a matter of skilful combination of periodical advertising, attractive booklets, and follow-up correspondence. It is manifestly important to cover all the points in an automobile that will naturally interest the man that has had experience in

operating a machine, but it is inexpedient to try to exploit all these mechanical points or details in the magazine or newspaper advertisement. The leading features should go in the advertisements; the minor details, in the catalogs and letters.

The first duty of either the ad-writer or the manager of the advertising campaign is to acquaint himself with all the selling points that apply to the particular machine for which he is planning a campaign of publicity. What are the points that will appeal most convincingly to possible purchasers? A close study of the mechanical construction of the average automobile may reveal all the way from forty to a hundred selling arguments, but for the purpose of illustration, let the writer of the advertising or the man that is planning the campaign consider the following group of questions, which directly relate to the mechanical construction of the machine, and which are to be used as a basis for compiling and arranging the selling arguments that will appeal most strongly to all kinds of possible purchasers.

- What are the strong features of the frame?
- 2. The cylinders: How are they cast? What is the bore and the stroke?
- 3. The crank-case: Does it permit of easy access to the crank-shaft and connecting mechanism?
- 4. The valves in cylinder head: Are they made of alloy steel or other material? Is the location of valves such as to obviate the possibility of accident by reason of valves falling into the cylinder?
- 5. The crank-shaft: What kind of steel? Is it forged in one piece or is it built up?
  - 6. Is fuel consumption economical?
- 7. Lubrication: Is the splash system used? Is forcedfeed oiling employed?
- 8. Cooling the cylinders: Air or water? If air, how is the draft applied?
- 9. Noise: Is the mechanism rigid enough to prevent vibration? Is there any provision for silencing the noise of the exhaust?

- 10. Does the motor support preserve absolute alinement of mechanism?
  - 11. Is the car easy-riding? What kind of springs are used?
  - 12. What kind of tires? Length of wheel base?
  - 13. Is all mechanism incased, and is it easily accessible?
  - 14. Motor suspension: Three point or otherwise?
- 15. What is the horsepower? What proportion of it is delivered to rear wheels?
- 16. Is the planetary system or the sliding-gear system used? What is the material of construction?
  - 17. What kind of axles? Shape, material, and construction.
  - 18. Foot and emergency brakes: Where are they applied?
- 19. Can engine be throttled to permit speed as slow as that of a walking team?
  - 20. What sort of clutch is used—cone or multiple disk?
  - 21. Are ball bearings or roller bearings used?
  - 22. Are the exhaust gases freely discharged?
  - 23. Carbureter adjustment.
  - 24. Ignition: Make-and-break, or jump-spark?
  - 25. What is the maximum speed of the car?
  - 26. What are its hill-climbing qualities?

These are by no means all the pertinent questions that the writer may ask, but they are sufficient to show the scope of inquiry that should be made.

80. It will be observed that all the foregoing questions refer only to the motor and controlling mechanism of the machine that lies below the body of the vehicle. When the ad-writer leaves the propelling mechanism and begins to consider the upholstering and leather top, metal trimmings, and other features designed to enhance the appearance and add to the comfort of the car, there is a wealth of material to engage attention.

After a great many questions have been answered and the list of selling arguments compiled, the ad-writer should take up the question of arranging a series of magazine and newspaper advertisements that will present the best arguments from month to month in the most effective and

convincing style. These advertisements will draw inquiries for a descriptive catalog that covers the mechanical details of the machine much more thoroughly than can be done in periodical advertising. Inquirers are not only made the recipients of booklets and follow-up letters but their names are referred to the nearest local selling agents. In a few days after the receipt of the catalog and letter the inquirer is visited by the local selling agent and is taken out in one of the automobiles by a man that can demonstrate to him its superior construction and running qualities.

The wise automobile advertiser does not attempt to cover all the selling arguments in one advertisement. His purpose is to carry these selling arguments through a series of advertisements, "nailing" them one by one into the mind of the reader. As a rule, the copy should be devoted to exploiting the superior points of mechanical construction, while the picture that is intended to attract attention to the copy should portray or suggest the outdoor pleasures of the pastime. The appearance of the machine is of much importance, and it is best for the advertisement always to include a good illustration of the machine that is being advertised.

81. The selling points of an automobile should be presented in simple, lucid, concise language that may be easily grasped by the average reader of a magazine or a newspaper. Such a style will appeal not only to the person that knows nothing about automobiles, but also to the expert driver that may have possessed several different makes of machines. Figs. 7 and 8 are presented as illustrating the blending of the two essential ideas and purposes in automobile publicity. The advertisements are not shown here in finished condition. but in the form that the advertising manager would send his copy and general ideas to the advertising agency. From this material the agency would make up a first-class photographic or wash illustration of the machine, set up the text along with the cut of the illustration, and then submit a proof for the advertiser's approval before plates are made for the various mediums.

#### 54 MANAGEMENT OF GENERAL CAMPAIGNS § 22

(NAME OF CAR)

| Cut of touring party in automobile) |
|-------------------------------------|
|                                     |
|                                     |

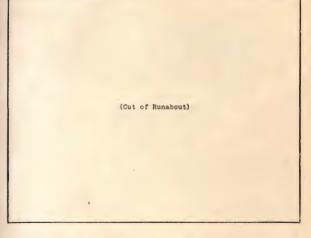
What Supports Our Claim to First Place Among American Motor Cars High power and light weight are the fundamental principles. Power obtained not from a big, heavy engine requiring heavy water apparatus to cool it and a heavy frame to support it, but from a thoroughly refined, light-weight engine that transforms the largest possible proportion of its heat into actual working force. The perfect strength of the \_\_\_\_\_\_ comes not from mere bulk, weight, and antiquated, "be-on-the-safe-side," guesswork construction; but from absolutely the highest-grade material and workmanship known in motor-car building--tested and calculated with scientific accuracy and positively known effect.

Each model represents the scientific combination of a powerful, perfectly air-cooled, multicylinder motor with a superlatively strong, light-weight, non-jarring construction. Full, constant, driving energy always at the rear wheels; free from the handicap of clumsy, useless, dangerous, money-wasting weight. Has the safety and comfortable riding quality that make power usable and worth having.

If you are open to conviction, see one of our dealers or write for a book that's worth dollars to every prospective purchaser of an automobile.

(NAME OF FIRM)

(NAME OF AUTOMOBILE)



Seats Two. Goes Fast Enough. Costs Actually Less to Run Than a Horse; Will Last Longer; is More Reliable; Requires Less Care.

Speed range up to 26 miles an hour. Goes 25 miles on a gallon of gasoline. Turns around in 26 feet. Has few parts comparatively, and those parts are exceptionally substantial. All working parts in the most accessible possible places -- no lying on your back. Steering and control mechanism could not be more convenient. Bearings and loadcarrying parts a little stronger than need be. All these little things worked out to a finish. It is comfortable, lively, handsome; is almost vibrationless.

It goes and keeps going. More runabouts of this design have been built and are running than any other design in the world. That is why we are getting orders from every part of the United States, as well as from twelve different foreign countries so far.

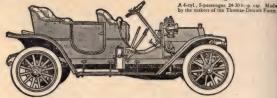
Write today for catalog and name of nearest dealer.

(NAME OF FIRM)

Ready for delivery July 1, 1908

### Chalmers-Detroit

"It's a good car"



# This Astounding Car For \$1,500

A millionaire's car brought, by mammoth production, down within reach of the many. Looks like the costliest cars-does all that the costliest do. Yet, so low in price-so economical in upkeep-that fifty times as many people can now own a powerful, high-grade car.

For two years—after we preferred the Thomas-Detroit Forty—we have weight to perfect this.c.

Not to sell at \$1,500, for solvoly decamed, two years ago.

Not to sell at \$1,500, for solvoly decamed, two years ago, that uple a car could ever be sold for that. We simply aimed at perfection in a light-weight car—a car with low cost of apheen.

But the pain class fall cut the priess of materials, and we are giving you the benefit of our ability to purchase sheed.

Lompfiede can are not new, there will be more this year

than ever. Rivals may follow us with four-cylinder cars costing even less than this.

con less than this.

But the novelty lies in a car that you can take pride ina large and luxurious car—a perfect and powerful car—selling
at a price like this.

There we have no competition. Not a car selling within \$500
of our price can stand for a moment in actual comparison with the
Chalmers-Detroit.

Ready for delivery July 1-catalogs ready now.

CHALMERS-DETROIT MOTOR Co., DETROIT, MICH.

Please send the catalog to

Address . ------

Chalmers-Detroit Motor Co., Detroit, Mich.

Successors to E. R. Thomas-Detroit Co.

Levy & Fanning, Distributors, 390 Wabash Ave., Chicago Harrison 4939

Fig. 9

In Fig. 9 is shown an automobile advertisement of distinctive educational character. The original from which this illustration was made was a 4-column newspaper advertisement. It will be observed that this advertisement covers more details than those shown in Figs. 7 and 8.

82. Mediums.—Both magazines and newspapers are used extensively for automobile advertising. Newspapers of the class of the New York Sun, the Washington Star, the Chicago Daily News, etc., carry much automobile advertising. Among the magazines, Collier's, McClure's, Cosmopolitan, Everybody's, American, Scribner's, Review of Reviews, Harper's, Century, Munsey's, and many others are used liberally. It is obvious that a good medium for the automobile advertiser should be one that is read by a large proportion of persons of means, though the profit on a single sale is great enough to justify the advertiser in paying for a great deal of waste circulation, provided, of course, that he can make the right number of sales.



# MANAGEMENT OF MAIL-ORDER CAMPAIGNS

### MAIL-ORDER ADVERTISING

#### CLASSIFICATION OF MAIL-ORDER ADVERTISERS

- 1. Any advertiser that attempts to make complete sales by means of negotiations carried on through the mails is a mail-order advertiser. There are two principal classes of mail-order advertisers, namely, general mail-order advertisers and specialty mail-order advertisers. Some retail and wholesale stores and manufacturers conduct mail-order departments in addition to their regular business, and may properly be termed limited mail-order advertisers.
- 2. General Mail-Order Advertisers.—Among the general mail-order advertisers may be included dealers that handle a large variety of staple goods that they manufacture themselves or that they buy from manufacturers. There are several mail-order firms of this kind in Chicago. These concerns handle almost everything from a needle to a threshing machine, and their business amounts to millions of dollars annually.

Their low-priced offerings have enabled them to draw a great deal of trade away from the country-town and the small-city stores. Other mail-order advertisers that come in this class deal mostly in teas, coffees, spices, extracts, soaps, and other articles of a similar nature. There is one large wholesale company handling a general line of low-priced Copyrighted by International Textbook Company. Entered at Stationers' Hall. London

goods that sells almost entirely by mail, but this firm sells only to retail merchants—never to the consumer direct. Firms of this kind are also classed as general mail-order advertisers.

- 3. Specialty Mail-Order Advertisers.—Dealers that advertise and sell only one line of goods are called specialty mail-order advertisers. Examples of advertisers of this class are found in clothing manufacturer's, stove manufacturers, piano manufacturers, novelty manufacturers, book publishers, and a great variety of other firms that sell their products direct to the consumer and carry on the negotiations by mail. It is not necessary, however, that the advertiser be the manufacturer. A book advertiser may, for example, buy a large stock of books from various publishers and build up a mail-order trade. A dealer in games may buy stock from hundreds of different manufacturers and then resell the goods on the mail-order plan. The specialty mail-order business has spread wonderfully. In one of the western states, a farmer has built up a very successful business by selling hams, shoulders, sausages, and maple syrup direct to private customers on the mail-order plan. Banks have greatly increased their deposits by the "banking-by-mail" plan.
- 4. Limited Mail-Order Advertisers.—A great many merchants that sell their goods for the most part through salesmen have mail-order departments for getting at customers that cannot be reached easily or economically by the personal-salesmanship method. Good examples of such merchants are found in the large department stores that have developed very successful mail-order departments and made "city shopping" convenient for small-town and rural customers. Aggressive retailers of special lines have shown that they too can add greatly to store sales by developing a mail-order business. Many manufacturers that sell regularly to retailers have mail-order departments that serve two useful purposes, namely, supplementing the work of their salesmen among retailers; and selling to consumers that cannot be reached easily by retailers.

The advertisers forming this third class combine the mailorder plan with some other plan of selling, and are therefore mail-order advertisers only in a limited sense. Mail-order departments of all companies of this kind must be organized in such a way that selling through the mails will not conflict with the other methods, but will support them.

#### POSSIBILITIES OF MAIL-ORDER BUSINESS

5. Opportunities in Mail-Order Field.—The mail-order field is one of great possibilities. Fortunes have been made in it, and there are opportunities for other fortunes and successes to be made. The great increase in the number of publications of all kinds has brought the world closer together, and the extension of railroad lines in every direction has stimulated the ordering of goods by mail. It is true that the fraudulent and deceptive nature of much mail-order advertising has wrought great injury to the mail-order business, but the square dealing of the leading general mail-order houses with their hundreds of thousands of customers has done much to overcome this injury and to create public faith in mail-order firms.

The high-grade manufacturers that are now selling on the mail-order plan also exert a good influence. Besides, the post-office authorities are becoming more vigilant in denying fraudulent firms the use of the mails, and the best publications, particularly the high-grade magazines, are refusing to publish deceptive advertisements. A few of the magazines now offer to make good any loss that a reader incurs by reason of dealing with a fraudulent advertiser that may have gained access to the pages of the magazine when the publisher had no reason to suspect his untrustworthiness. Such guarantees have developed confidence.

6. In spite of the fact that the person buying by mail does not ordinarily see the article before buying, there is something attractive about the idea of sending away for merchandise. People like to buy goods that are different from

those handled by small local stores. When a woman living in the country or in a small town buys a suit at a local store, she is likely to see some of her neighbors wearing the same style. A hat or suit that comes from New York, Chicago, Boston, or Philadelphia has increased value in the eyes of the purchaser. Rural free delivery in the United States has resulted in a decided increase in ordering by mail among country people. When a parcel-post system similar to that in operation in Great Britain and other countries is established in America, ordering by mail will undoubtedly be still more popular. At present, owing to heavy postage charges and to the fact that many persons cannot conveniently reach express and freight offices, the mail-order firms are deprived of hundreds of thousands of orders.

7. Many successful mail-order businesses now yielding handsome profits to their proprietors were started in a small way and with little capital. Some of them are kept up by the use of small but effective advertisements.

The best advertisers admit, however, that any new mailorder venture is necessarily an experiment. Not only must the mail-order advertiser lay his plans with great care, but he must be quick to make a change in the selling plans, the copy, the medium, etc., when conditions render it advisable to do so. Advertising space is costly, and thousands of dollars may be wasted in a short time if the wrong selling plan is adopted or the wrong medium selected. For example, the most conspicuous mail-order advertiser of stoves began by using country weekly newspapers as the means of reaching prospective customers. The \$1,500 that was spent produced practically no results. It was enough to discourage the advertiser, but he changed to monthly mediums and soon had the business on a profitable basis. Not all failures of this kind are losses in the fullest sense, for the knowledge gained is of much value. This stove advertiser by his thorough experiment found that country weeklies would not pay him, and he was saved from future mistakes in that direction.

8. Advantages of Mail-Order Plan.—The mail-order advertiser has the civilized world for his field. Wherever the mails go, he can make his appeal to persons that should be interested in his goods. His relations with customers are direct. If he is a manufacturer, he has a powerful argument in the "from-factory-to-customer" idea. He can manage his business in accordance with his own policies, for he has it all within his grasp. The entire profit on the sale comes to him, and he does not have to divide it with the agent or a retailer.

The business is usually on a cash basis, and is never so seriously affected by bad weather as is a retail business. The plan gives the retail store and the department store an opportunity to do much business that would not otherwise come to them, and it provides for the manufacturer a means by which he may supply the needs of the retailer that arise between the visits of the manufacturer's salesmen and also a chance to reach consumers so located that they cannot go to the retailer's store.

- 9. It is possible to get quick results by using the mailorder plan—to see in a short time whether or not a selling plan is likely to be successful. Large campaigns may be carried out speedily. In many instances it is possible to get along with little stock and small capital. The business may be conducted with local privacy. Some successful mail-order advertisers started with only their homes as a place of business. It should not be inferred, however, that the mail-order business is a royal road to fortune, nor should a great deal of faith be placed in the statements of those who, for a few dollars, offer to explain how to get rich through a mail-order business. If it were so easy to succeed, those who have goods and schemes to sell would not be offering to teach others the mail-order business.
- 10. Disadvantages of Mail-Order Plan.—The manufacturer that attempts to sell direct to consumers everywhere, becomes a competitor of the retailer and loses his cooperation. In the case of an article like a typewriter the retailer's

cooperation amounts to little, for the users of such articles ordinarily prefer to buy direct from the manufacturer, but if the article is a soap or a special brand of coffee, in many cases the advertiser will create a demand, the interested reader will go to a local store to find the article, and, failing to do so, will be persuaded to buy a substitute. The retailer has such a hold on local trade that it is sometimes folly to try to market a product without his cooperation. A candy manufacturer, for example, is practically forced to sell his goods through retail stores. His product may be better than most candies, but there are so many kinds of candy in the market that he cannot hope to compete with retailers. His goods would have to be of an extraordinary nature before he could conduct a successful mail-order business.

Even in the field of specialties, some mail-order advertisers have eventually found it advantageous to sell their goods wholly or to some extent through retailers. Instances of this kind are found in the case of a well-known felt mattress and that of an equally famous dollar watch.

11. A more comprehensive idea of the part that the retailer plays in the distributing of advertised goods is given in the Sections devoted to general campaigns. Before launching a mail-order plan, the advertiser should be sure that he does not need the cooperation of the retailer and that he can sell more economically by a direct mail-order plan than with the assistance of salesmen. If he decides to sell to the retailer and also to conduct a mail-order business, he must prepare his plans so that prices will not conflict. It would not do, for instance, for him to sell to the consumer at a lower price than the retailer offers on the same article, for this would interfere with the retailer's business. Some manufacturers offer to sell by mail only to protect themselves against the loss of orders. Their policy is, "Go to your dealer; if he will not supply you, we will."

Some articles are of such special nature that they would not be sold through retailers to any great extent anyhow. In such cases, the loss of the retailer as a distributing factor does not amount to much. An example of a business of this kind is that of a tombstone manufacturer. If a retailer wishes to procure such an article for a customer, he can be allowed a discount.

12. The mail-order advertiser, unless he does a cash business, also labors under the disadvantage of having to determine, at long range, the responsibility of customers. He has the cost of postage and the freight or expressage to contend with, and these, especially in the case of low-priced articles, are important factors. The time required for delivering merchandise is in some instances a disadvantage, particularly with perishable goods. The mail-order advertiser does not see his customers and therefore loses the advantage of personal contact, but by the right kind of advertising and proper treatment he can build up a strong relation with his patrons.

#### GENERAL MAIL-ORDER ADVERTISING

13. The success of the general mail-order houses depends to a great extent on the low prices that they are able to quote, by reason of buying or manufacturing in large quantities, and on the effective advertising literature that is used. In one respect, the advertising of the large general mail-order houses resembles that of department stores, that is, an attractive article is offered at a low price in order to gain a new customer and to get a catalog into his hands. These catalogs, bulky as they may seem, are attractive to persons that are deprived of the privilege of shopping in a large city. While the paper used for large mail-order catalogs is usually of a medium or a cheap grade, the goods are fairly well illustrated and nearly always well described-much better than are the offerings of small-town merchants. These large concerns employ skilled mail-order correspondents, who are as courteous and persuasive in their written talk as highgrade salesmen are in their personal canvasses. Some mailorder firms add a personal touch to the correspondence by

informing the inquirer that a certain employe has been appointed to look after his or her interests. For example, a woman that inquires about a suit receives a letter signed by "Miss Alice Farrar," in which Miss Farrar tells the prospective customer that it will be a pleasure to try to give her just the goods and the fit she wishes. There is some danger, however, in following a plan of this kind, that mail will be sent to employes personally when it is desirable to have it addressed to the firm, and there are likely to be occasional complications when these employes leave the advertiser.

14. The selling plan of the large general advertisers may appear to be simple, yet these companies are so well established and cover the country so thoroughly that it is by no means easy to build up a competitive business. Several concerns that have followed the plan of the Larkin Company in the selling of teas, coffees, spices, soaps, etc., have failed to achieve any noteworthy success. Success is possible, of course, but capital, advertising skill, patience, and good allaround management are required.

The mail-order advertisers that sell a great variety of family supplies find it expedient to distribute their catalogs by the use of selected mailing lists rather than depend solely on the inquiries received through advertising. The economical and effective distribution of the catalog is an important matter.

#### SPECIALTY MAIL-ORDER ADVERTISING

15. The Article.—It has been demonstrated that almost anything can be sold by mail. The general mail-order firms already referred to sell a great variety of staple articles; but they are able to market these staples successfully largely because they sell a great variety of goods and can thus induce customers to order regularly and to make purchases of good size. If a company undertook to sell by mail just one staple article, a coffee, for example, it would have small chance for success. Coffee can be obtained in all parts of the country, and unless this particular kind

possessed some extraordinary selling point and was not easily obtainable through retail stores or was very low in price, considering its quality, consumers would not purchase it on the mail-order plan. Even if the coffee did possess an extraordinary selling point, and its advertiser handled nothing else, he would probably do better eventually to market it through the retailers. One company, as previously stated, has made a great success of selling coffees, teas, soaps, spices, etc., on the mail-order plan, but here the variety of the goods made success possible. The customers of this firm form "clubs," and order large quantities at one time, thus economizing on transportation charges. Furthermore, the valuable premiums given by this company are of great assistance. The general mail-order firms discourage the placing of orders amounting to less than one dollar by making it clear that delivery charges are proportionately much higher on such small purchases.

- 16. Before establishing a general mail-order business, a specialty mail-order business, or a mail-order department in connection with a retail business, the advertiser should look carefully into the question of whether the article or articles to be advertised may be sold readily on the mail-order plan. The success of a mail-order campaign often depends on whether or not repeated orders can be secured. Probably no mail-order advertiser of cigars makes a profit on the trial order, but he can afford to make little or no profit on a single sale if he thereby gains a steady customer. manufacturer of hickory porch furniture can advertise a \$5 chair profitably, because it affords a way of getting his catalog into the hands of interested persons. A manufacturer of boat patterns can carry out a successful campaign largely because many of those who buy patterns afterwards buy from him the material with which to build the boats. Consequently, one of the first things to be considered is whether the advertiser will be confined to making single sales.
- 17. Cost of Article.—Articles of the specialty nature that sell for less than \$1 are usually more difficult to market

on the mail-order plan. Of course some that sell for 10, 25, or 50 cents have been marketed successfully, but the profit on a single sale of an article of this kind is small and does not afford the same opportunity as higher-priced goods. However, if the sale of a low-priced article is likely to bring a regular customer that may thereafter make extensive purchases, the situation is changed. It is difficult to lay down rigid rules about the matter of cost. A 10-cent dress pattern has had a very successful mail-order sale. It may be noted incidentally that 10 cents is a convenient price for a mail-order article, because a dime may be sent through the mails more safely than larger pieces of money.

With a great many specialties, the margin of profit must be very large in order to make possible a successful mailorder sale. In other instances, the article may be of such character or have such strong selling points that it will find a real demand immediately, and can be sold by mail successfully even when the profit is slight. There are mail-order manufacturers selling specialties "direct from factory to consumer" whose prices are lower than those of the average retailer.

18. Location of Business.—The location of a mailorder business has much to do with its success. New York City, for instance, is the center of styles and fashions in America, and is therefore the most favorable location for a mail-order advertiser of women's suits. The fame of Virginia-cured hams is so wide-spread that if a mail-order advertiser of this line of goods were to locate in Virginia, he could start out with much in his favor. An Indian-curio dealer will have the best chance if he locates where people know that Indians live.

There are many articles that people like to get from large cities. In cases of this kind, if the advertiser is located in a small city or in some little town that few persons have ever heard of, he is at a disadvantage. Some cities have had more than their share of fraudulent and low-grade mail-

order advertisers, and, as a result, the honest mail-order advertiser in such a city suffers.

Even the street address influences trade. In New York City, office room on Fifth Avenue is sought by many advertisers, because of the prestige given by an address on that famous thoroughfare.

### PLANNING A MAIL-ORDER BUSINESS

19. Nearly every mail-order business has some detail peculiar to itself. Beyond some general principles, there is not much in the experience of a mail-order advertiser of a piano that would hold good in the case of a mail-order advertiser of cheap jewelry. The articles are very different and appeal to a different class of customers. There are, however, some considerations that come up in the planning of all mail-order campaigns. These are: (1) the selling plan; (2) determining what part of the prices can be allowed for cost of inquiries and orders; (3) the preparation of copy; and (4) the selection of mediums.

### SELLING PLAN

### DETAILS

20. Formulating the proper selling plan and deciding on its details are the most important parts of the mail-order campaign. Shall the appeal to the prospective customer be just a strong presentation of all the selling points of the article, or shall some particular feature of the article or of the method of marketing be the "line of attack?" The mail-order advertiser of a famous line of stoves, for instance, emphasizes strongly in his advertisements the fact that his stoves go direct from the manufacturer to the consumer, and are therefore better value for the money. This is a powerful argument.

- 21. There is great opportunity in mail-order advertising for new products and for original plans of marketing them. For example, the mail-order advertiser of a trunk of the ordinary kind will find it difficult to create interest unless his price is unusually low. But if he advertises a trunk that opens at the side and is arranged with drawers, after the style of a dresser, thousands will be interested. As an illustration of an unusual plan, a mail-order piano manufacturer offers to place a piano in the inquirer's home free of charge, without even requiring him to go to the station for it or to unpack it. After trying the piano for a week, the inquirer is to say whether he wishes to buy it or wishes to have the manufacturer take it away. This unique plan sells many pianos that would not be sold by the usual sale plan.
- 22. Analyzing the Proposition.—The following are the important questions that must be asked and answered before the details of the selling plan can be settled:
- 1. Does the success of the campaign depend on a single sale, or can a number of sales be made to one purchaser?
- 2. What can the advertiser afford to pay for each inquiry?
  - 3. What can he afford to pay for each sale?
- 4. Is it better to try to make the advertisement bring an order, or to have it merely create interest and leave the sale to be made by the catalog and letters sent out in response to the inquiry?
- 5. Should the goods be sold for cash or on the instalment plan?
- 6. Should the offer be made to send goods C. O. D. with privilege of free examination, or to send them after the prospective purchaser has made a bank deposit to protect the advertiser?
- 7. Should there be a promise to refund in case of dis-
- 8. Should the aim be to have purchasers of the article act as agents, and should premiums or cash commissions be given for their work?

- 9. Would it be better not to advertise the article at all, but to advertise for agents and let them do the selling?
- 10. What should be the style and size of catalog and other printed matter?
  - 11. Should there be a follow-up?
- 12. How long should the follow-up continue, and of what should it consist?
  - 13. Should there be any discount or premium offered?
- 23. The answers to the foregoing questions will depend on the article itself and on the class to which the advertiser hopes to sell.
- It has already been shown that low-priced articles can be sold by the advertising alone, but that, as a rule, an advertisement of a high-priced article should merely strive to arouse keen interest and leave the sale to be made by an effective catalog or booklet and an accompanying letter.

The plan for a mail-order business should be made up in its entirety, if possible, before it is put into effect, so that there may be the proper relation among the advertisements, letters, the booklet, and all the other factors. It is true that changes may become necessary as experience may show room for improvement, but this does not lessen the value of a complete plan and schedule at the outset.

- 24. Necessity of Good Literature.—The catalog, the booklet, the folder, and the form letter have their greatest degree of effectiveness in mail-order work. The prospective purchaser cannot see the goods; therefore, the literature of the advertiser must be so strong as to practically show the goods to the customer and make him as well satisfied of their value as if he had been to a store and seen them. Catalogs, booklets, folders, form letters, and follow-up systems have already been treated fully elsewhere.
- 25. Order Blanks.—All that can be done to make the ordering of goods easy should be done. It is not safe to assume that the inquirer knows how to make out an order. A simple order blank should be furnished and on it should be printed clear instructions about filling it out. This will

### ORDER BLANK

| To JOHN WANAMAKER, Ph   | niladelphia  |  |  |  |  |  |  |
|---|--|--|--|--|--|--|--|
| Please fill the enclosed order as d<br>Write below Post-Office address where you will | letailed on back of this sheet.  Il receive a reply if we have occasion to write respecting the order  |  |  |  |  |  |  |
| NAME  |  |  |  |  |  |  |  |
| POST OFFICE   |  |  |  |  |  |  |  |
| COUNTY  | STATE  |  |  |  |  |  |  |
| (Write below address to which goods are t   | to be sent, should destination be different from above address.)   |  |  |  |  |  |  |
| NAME  |  |  |  |  |  |  |  |
| TOWN  |  |  |  |  |  |  |  |
| COUNTY  | STATE  |  |  |  |  |  |  |
|   | Write below whether by Mail, Express, Freight.   |  |  |  |  |  |  |
| Please do not write in this space   | by Mail, enclose amount to cover postage<br>on your package, one cent per ounce  |  |  |  |  |  |  |
| = ==  | Send goods by  |  |  |  |  |  |  |
|   | Amount enclosed  |  |  |  |  |  |  |
|   | No not fail to give explicit shipping directions   |  |  |  |  |  |  |
|   | To the Gulf States and States west of the Missis sippi River, no shipments C. O. D., unless one fourth estimated amount of your bill accompanie the order. |  |  |  |  |  |  |
|   | CLOSED and ALWAYS PIN the Draft, Post-Office, or Stamps to this Blank.]  |  |  |  |  |  |  |
|   |  |  |  |  |  |  |  |

Possibly new customers are under the erroneous impression that because this is a very large store, with many transactions daily, their orders by letter may be filled by some machine plan.

But please bear in mind that individual attention is given to each order; that an intelligent person reads your order carefully and makes a personal selection, as directed, in view of your interest only.

Orders are filled and shipped with utmost promptness, and our mailorder service generally is giving much satisfaction to out-of-town customers. JOHN WANAMAKER

Philadelphia

### ORDER BLANK

### WANAMAKER FALL AND WINTER CATALOG, No. 63

|                 |             |      |                       |                      |         |       | ,            |   |  |  |
|-----------------|-------------|------|-----------------------|----------------------|---------|-------|--------------|---|--|--|
| Page            | Style       | Size | Quantities<br>Desired | Description of Goods | Pric    | e     | Total Amount |   |  |  |
| Cata-<br>log    | log Desired |      | Dollars Cents         |                      | Dollars | Cents |              |   |  |  |
|                 |             |      |                       |                      |         |       |              |   |  |  |
| -               |             |      |                       |                      |         |       |              |   |  |  |
| Bullion Colores |             |      |                       |                      |         |       |              |   |  |  |
|                 | -           |      |                       | 1                    |         |       |              |   |  |  |
|                 |             |      |                       | ,                    |         |       |              |   |  |  |
|                 |             |      |                       |                      |         |       |              |   |  |  |
|                 |             |      |                       |                      |         |       |              |   |  |  |
|                 |             |      |                       | :<br>                |         |       |              |   |  |  |
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|                 |             |      |                       |                      |         |       |              | 1 |  |  |
|                 |             |      |                       |                      |         |       |              |   |  |  |
|                 |             |      |                       |                      |         |       |              |   |  |  |
|                 |             |      | -                     |                      |         |       |              |   |  |  |
| -               |             |      |                       |                      |         |       | 1            |   |  |  |
| -               |             |      |                       |                      |         |       |              |   |  |  |
|                 |             |      |                       |                      |         |       |              |   |  |  |

15

### PLEASE USE THIS BLANK IN ORDERING

# SPECIAL INTRODUCTORY TEN-DOLLAR-OUTFIT ORDER BLANK

## JOHN C. MOORE CORPORATION

(FOUNDED 1839)
69-71 STONE ST., ROCHESTER, N. Y.

GENTLEMEN:

tation charges prepaid, to the address below, one of your complete Security Loose-Leaf Ledger outfits, comprising the Enclosed please find Ten Dollars (\$10) Cash, Money Order, Draft, Check, for which you may forward, transpor-

One Current Ledger Binder-Made of heavy boards, beveled, with corduroy sides, and Russia leather back and corners; metal parts nickel-plated, equipped with a substantial lock and two flat keys, together with a set of the best quality heavy leather tabbed indexes, printed in gold on both sides.

One Transfer Binder-The same in every respect as the Current Binder, equipped with an extra set of leather tabbed indexes, bound in full canvas, Russia leather corners, but without lock.

Five Hundred (500) Byron Weston's Ledger Sheets-Ruled for Petty Ledger, Standard Ledger, Center-Ruled Ledger, Extra-Debit Ledger; 10 inches wide by 8 inches high. (Please check style of ruling wanted.)

Fifty (50) Moore's Movable Metal Markers-For indexing the accounts by dates.

One (1) Special Heavy Index Sheet-Numbered from 1 to 31.

0/5

hip to

100

Street or County.

BE SURE TO STATE WHAT KIND OF RULING YOU WANT

We ship these outfits with any of the Stock-Ruled Ledger Sheets on approval to any address in the United States We prepay charges ONLY when remittance is sent with order

State

not only make it simpler for the inquirer to order, but will make it easier for the advertiser to handle the orders that are received. Figs. 1 and 2 show the two sides of a Wanamaker order blank. In case the advertiser is offering only

| Form No. 6001.   |
|--|
| Fee Cents  Space above this line is for the Postmaster's record, to be filled by him.  Application for Money Order |
|  |
| Amount Dollars Cents.  |
| Sent to  |
| International Textbook Co.   |
|  |
| Street and No. SCRANTON  |
| City or town   |
|  |
| Sent by  |
| TO   |
| Address of sender: NoStreet.   |
| Fig. 4   |

one article or making a special offer of some kind, he can prepare an order form so complete as to require only the customer's name and address, and the date. Fig. 3 shows an order blank of this kind. This blank is already printed and requires that the purchaser merely indicate the manner in which his money is sent, the style of ruling wanted, date the order, and sign and mail it.

26. Instructions About Sending Money.—The prospective customers should be told of the various ways in which money can be sent. Enclose a blank for a post-office money order with the advertising matter. Postmasters can furnish these blanks with the name and address of the payee already printed, as shown in Fig. 4. This makes it all the easier for the customer and insures the order being made out in the correct name of the advertiser.

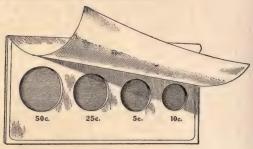


Fig. 5

- 27. Coin Cards.—When coin is to be sent, enclose a coin card. By the use of the coin card small sums of money can be sent by mail with comparative safety. This plan will bring many orders for low-priced articles. The coin card shown in Fig. 5 is one for general use and will hold 90 cents. Where the price of an article is 10 cents, 25 cents or 50 cents, it is better to have a card with just one hole the size of the coin. When having special coin cards made, the flap may be arranged to serve as an order blank. Coin cards are now made in great variety.
- 28. Return Envelopes.—In all cases, send a self-addressed, return envelope. Such enclosures make it much easier for the prospective to order while he is in the humor, and they also insure correct addressing.

- 29. Instalment Plan.—The instalment plan of payment has great value in mail-order work. This plan has been the means of selling many thousand sets of high-grade books that would not have been sold on a cash plan. When some desirable article can be bought by paying \$1 or \$2 a month, the offer is tempting. Many mail-order houses have various instalment plans—a \$10-a-month plan, a \$5-a-month plan, a \$3-a-month plan, a \$2-a-month plan, etc. A magazine publisher located in New York City has made a great success of selling books on an instalment plan that calls for a payment of only 50 cents a month; but this sum is rather small unless the total price is low, because the longer the time of payment continues, the more likely the customer is to discontinue paying. In general, there should not be an instalment plan unless the price of the article is more than three or four dollars.
- 30. Determination of Credit.—If goods are sold on the instalment plan, some method of determining the responsibility of prospective purchasers should be brought into use. Some advertisers selling articles that are purchased by men sell only to those who make inquiry on a business letterhead or who furnish some other evidence of responsibility. Other mail-order firms require the prospective customer to get the signature of a neighbor to a certificate to the effect that he (the prospective purchaser) is responsibile and could get from a local store credit equal to that he is asking from the mail-order firm. The investigation of a prospective customer's responsibility must be carried on tactfully, however, so that no offense may be given. As a rule, the prospective customer will not take offense at a request of this kind: "We do not question your responsibility, but as this is your first purchase of us and we are strangers so far, will you be so kind as to give us the name of some business man of your community that knows your responsibility?" It is sometimes a good plan to require from new customers a a deposit of \$1 as a guarantee of good faith and then the balance of purchase price can be collected by the express

agent after purchaser has had opportunity to inspect his purchase. Some advertisers follow the plan of requiring the prospective purchaser to deposit the price of the article in a bank, the bank to forward the money if the article, or inspection, proves to be satisfactory.

### ENGAGING OF AGENTS

31. In a great many cases, the single sales produced by direct advertising are not sufficient to make a campaign profitable, and it will be necessary to employ agents. A firm manufacturing flavoring extracts and selling them by mail will find it necessary to adopt the agent plan, for though agents must be paid large commissions, so many more sales will be made that this plan will in the end be more profitable than the direct-sale plan.

The advertiser of such goods will find it best to engage energetic women to act as agents. A neat sample outfit should be made up, and it may be best to require agents to pay for the sample outfit, but the price should be nominal and should be refunded when the first order is sent in. It should be made clear that a price is asked for the sample outfit only to protect the company against triflers. Sometimes, it may be advisable to send the outfit without requiring payment; and in campaigns where the outfit is of little value, it may be sent free in all cases.

Advertisers of some articles find it best first to make a direct sale to each inquirer and then to try to make an agent of the purchaser. But in a case like that of an advertiser of flavoring extracts, it would be best to advertise specially for agents, using an advertisement similar to that shown in Fig. 6. Fig. 7 shows another example of an advertisement for agents to work on commission. The heading of this advertisement is well worded, for the average person usually has a longing to be his "own boss."

32. In order to secure the right number of good agents, literature showing how easy it is to sell the goods, the best

way of canvassing, etc., should be prepared. The methods of the best agents should be described in their own words. Stress should be laid on the money that successful agents are earning, as many persons dislike the idea of being an agent or a canvasser and must be persuaded to take up the work. Use the term "saleswoman" or "representative." One very successful subscription-book publisher emphasizes strongly

### **WOMEN EARN GOOD PAY**

selling our high-grade flavoring extracts. Goods sell themselves. One Iowa woman made 840 last month: an Indiana woman makes 875 a month. Anybody can do the work. No experience nor capital necessary. Just show goods to your neighbors. We want a representative in your community. Write today for interesting particulars. Nat'l Flavoring Extract Co., Dept. E., Meriden, Com.

Fig. 6

the independence of the salesman and the value of the training he receives in dealing with all classes of people.

It is necessary to pay large commissions for work of this kind—40, 50, or 60 per cent. Prizes should be offered to the agents that get the best results. Such articles as books are usually sold by sample, the agent collecting when the purchase is delivered. Some advertisers will ship the goods,

### **BE YOUR OWN BOSS**

Why Drag Life Out Working for Others?

want one honest person (male or female) in every locality to represent my large Mail-Order Bouse per day easily made; costly outfit free. No experience necessary. It will cost you nothing to find out about it; send me your name and address and the start you in a profitable business free. George A. Parker, Sendom onosey. Dept. C. 700 Chestant St., Phila, Pa.

FIG. 7

and allow the agents to pay as they collect, while others require that the agents send on the wholesale price before the goods are shipped.

It pays to be liberal with agents. Many of them take pride in the fact that they are representing a company, and will appreciate the careful attention given their letters and requests. It may be advisable sometimes to print a small

supply of cards and stationery for their use, though the advertiser should remember that this will give the dishonest agent a greater chance to injure him.



Fig. 8

Shipments to agents should be made as promptly as possible.

33. Premium Offers.—Sometimes it is more advisable to offer attractive premiums for canyassing work than it is

to pay cash. One reason for this is that an advertiser can buy good premiums at a very low price if he can make use of a large quantity; also, a person desiring to own a camera will think more of an amateur's camera of fair quality than he would of the \$2 that an advertiser pays for it. The winner of such a camera will probably value it at five or six dollars. Mail-order advertisers have used such premiums as sets of china with much success. It is sometimes advisable to have a variety of premiums, so that if one does not appeal to the prospective agent, another will; a popular



Fig. 9

premium may be exploited in the advertisement and the others merely mentioned. Such premiums as watches, rings, etc. are always popular in the mail-order field. Figs. 8, 9, and 10 show how these premium offers are advertised. Notice the use of the word "free" in these advertisements. Although this word is greatly overworked and is prohibited in high-grade magazines unless the article is prohibited in high-grade magazines unless the article is other word has. This style of advertising appears cheap and sensational, but it is effective.

34. Kind of Agents to Engage.—Women are the most successful agents for such goods as soaps, flavoring extracts, etc.; household premiums also appeal strongly to them. The most successful book agents are nearly always men. Children make better agents for some classes of goods than grown persons, as some persons will often buy something that they really do not need just to help an energetic boy or girl earn a premium. School teachers make good agents for canvassing work that requires education on the part of the canvasser. They are more easily secured during late spring and summer than during the winter. Farmers and farmers' sons are busiest during the summer, and, unless the work is so lucrative that they can afford to give their entire time to it, they can be secured as agents more readily during the fall and winter months.



Evo 10

35. Trust Schemes.—A method followed by some advertisers is to furnish all inquirers with a dozen packages of 10- or 25-cent goods without advance payment. The agent is expected to sell the goods, collect the money, and then send it to the advertiser, after which the premium offered for the work will be forwarded. This is a common way of selling such articles as needles, corn salve, etc. The advertiser that adopts a plan of this kind must expect a certain proportion of his agents to sell some of the goods and fail to turn over the money. Usually the goods or the money can be recovered by a series of letters, the first appealing to the agent's sense of fairness and honesty, and the last being signed by a collection agency or an attorney, threatening suit if the matter is not adjusted. An advertiser following a plan of this kind should examine inquiries carefully, and

should not send out goods when he has reason to suspect dishonest purpose. In an actual experiment along this line more than half of the persons that ordered a novelty, promising to pay the price or to return it, proved intentionally or unintentionally dishonest. The experience of a safety-razor company showed that where the goods were sent on trust indiscriminately, one-third of those who ordered would neither pay nor return the goods.

### COOPERATION OF CUSTOMERS

36. The advertiser, by effective form-letter solicitation, can secure from customers the names of other buyers or prospective buyers of the kind of goods he manufactures or handles. By offering some inducement, such as a commission or a premium, he can often enlist the active aid of his old customers, and through their cooperation and his attractive printed matter, he can greatly increase his sales. The Larkin Company has built up an immense business by elaborate and liberal premium offers. These premiums are given to customers for forming "Larkin clubs" and inducing others to deal with the company; as each new customer also gets a valuable premium with a \$10 order of goods, it is comparatively easy for a woman to interest her neighbors. Some of the large general mail-order advertisers give profitsharing or premium certificates with each purchase. These represent a certain percentage of the profit and may be exchanged for attractive premiums when they reach a certain amount. This plan enables the advertiser to hold customers longer.

It is not always necessary to offer customers premiums for their cooperation. One of the largest mail-order houses in sending a new catalog to an old customer requests in a courteous way that the old copy be given to some neighbor. Undoubtedly many new customers are secured in this way. The cultivating of close relations with customers will be the means of securing thousands of dollars worth of new business.

### FIXING COST OF INQUIRIES AND ORDERS

### METHODS OF DETERMINING COST

37. It has already been pointed out that unless a wide-spread demand exists for an article, the margin of profit must be large if it is to be sold successfully by mail. Advertising space is costly; in many instances, much printed matter is required; then there is the cost of correspondence, postage, labor, rent, etc., needed to carry on the mail-order business. In the case of low-priced articles, the advertisements may be written so as to bring direct sales and thus save the cost of correspondence; but, as a rule, with high-priced articles the cost of catalogs, correspondence, etc., cannot be avoided, and the advertiser can figure on getting orders from only a percentage of his inquirers. Some advertisers will do very well to get fifteen or twenty orders out of a hundred inquiries.

No rule can be laid down as to what proportion of the price of an article can be allowed for an inquiry or what proportion can be allowed for a sale. The margin of profit on some articles is so great that the advertising cost might be 75 per cent. of the price and still leave a fair profit. With some other goods, an advertising cost of  $33\frac{1}{3}$  per cent. of the price might be too large. An advertiser of high-grade office goods recently compiled statistics covering a season's advertising that show his cost of inquiries from one medium to be as low as 28 cents each, and the cost of sales made through that medium to be less than 10 per cent. of the amount of the orders. This is clearly shown in Table I.

From this table, it will be seen that there is only one medium that produced business for the advertiser at an advertising cost of anything like 10 per cent. of the amount of orders. The second medium in the list produced sales at a cost of 18.3 per cent. From this point, the advertising cost gradually increases, and at the last medium in the list amounts to more than 88 per cent. of the total number of

TABLE I

RESULT OF OFFICE-GOODS ADVERTISEMENTS PLACED IN VARIOUS MAGAZINES

| Particular Control of the Control of |  |                                  |                            | 1  |
|--|--|----------------------------------|----------------------------|--|
| Name of Publication  | Total Spent<br>for Adver-<br>tisements | Total Sales<br>After<br>6 Months | Cost<br>of Each<br>Inquiry | Number of<br>Times<br>Advertiser's<br>Money<br>Came Back |
| System   | \$1,108                                | \$11,810                         | \$0.28                     | 10.65  |
| Bookkeeper   | 1,350                                  | 7,458                            | .36                        | 5.59   |
| Business World   | 397                                    | 1,865                            | .67                        | 4.70   |
| World's Work   | 599                                    | 2,369                            | .60                        | 3.95   |
| Review of Reviews  | 974                                    | 3,775                            | .60                        | 3.77   |
| Four-Track News  | 153                                    | 558                              | .81                        | 3.65   |
| McClure's  | 1,876                                  | 6,498                            | .68                        | 3.46   |
| Pearson's  | 221                                    | 747                              | .45                        | 3.38   |
| Everybody's  | 1,806                                  | 5,799                            | -45                        | 3.21   |
| Bookkeeper's Bulletin  | 8                                      | 25                               | .50                        | 3.13   |
| Booklovers   | 163                                    | 506                              | .66                        | 3.10   |
| Profitable Advertising   | 100                                    | 299                              | .81                        | 2.99   |
| Technical World  | 29                                     | 82                               | -45                        | 2.83   |
| Saturday Evening Post  | 3,326                                  | 9,406                            | -53                        | 2.82   |
| Success  | 281                                    | 793                              | .59                        | 2.82   |
| Leslie's Monthly   | 278                                    | 738                              | .86                        | 2.65   |
| Red Book   | 125                                    | 322                              | -37                        | 2.58   |
| Munsey's   | 529                                    | 1,207                            | .81                        | 2.28   |
| National   | 32                                     | 68                               | 1.23                       | 2.13   |
| Literary Digest  | 299                                    | 632                              | .53                        | 2.11   |
| Harper's   | 281                                    | 588                              | 1.00                       | 2.09   |
| Collier's Weekly   | 328                                    | 660                              | .76                        | 2.03   |
| Outlook  | 93                                     | 171                              | .78                        | 1.83   |
| World's Events   | 13                                     | 23                               | .42                        | 1.77   |
| Scribner's   | 364                                    | 631                              | 1.11                       | 1.73   |
| Cosmopolitan   | 383                                    | 622                              | .63                        | 1.61   |
| Engineering  | IIO                                    | 165                              | 1.64                       | 1.60   |
| Leslie's Weekly  | 72                                     | 115                              | -59                        | 1.60   |
| Outing   | 60                                     | 91                               | 1.05                       | 1.52   |
| Smart Set  | . 50                                   | 74                               | 1.04                       | 1.48   |
| Argosy   | 107                                    | 154                              | .70                        | 1.43   |
| Scientific American  | 54                                     | 75                               | -77                        | 1.39   |
| Ainslee's  | 96                                     | 129                              | .75                        | 1.34   |
| The Strand   | 80                                     | 102                              | 2.00                       | 1.28   |
| The Philistine   | 86                                     | 97                               | 1.08                       | 1.13   |
|  | 1                                      |                                  |                            |  |

orders. Even assuming that the advertiser made large profits on his goods, undoubtedly a number of the mediums were too expensive for him to use. Let it be supposed that he could afford 331 per cent. of the sales for advertising expense; at this ratio, only the first eleven mediums were paying ones. The leading mediums in this list show plainly that "man circulation" was the kind most profitable to this advertiser.



### Bust and Hips

Every woman that attempts to make a dress or shirt waist immediately discovers how difficult it is to obtain a good fit by the usual "trying on method," with herself for the model and a looking glass with which to see how it fits at the back.

### THE PERFECTION ADJUSTABLE FORM

does away with all discomforts and disap-pointments in fitting, and renders the work of pointments in fitting, and renders the work of dressmaking at once easy and astisfactory. This form can be adjusted to go different shapes and sizes; also made longer and shorter at the waist line and raised or lowered to suit any desired skirt length. It is very easily adjusted, cannot get out of order, and will last's lifetime.

FIELE litestime of Dress Forms with prices.

HALL-SORCHERT DRESS FORM COMPANY Dept. D, 30 West 32d Street, New York

### Fig. 11

- 38. Table II gives some interesting results that three different advertisers were able to get from various mediums. Note how the figures representing the total of sales increased during the second year after the inquiry was received. As the second year's business was a result of the inquiries and the follow-up, it is properly credited to the mediums. This table shows the importance in some lines of mail-order work of keeping records of sales for 2 years or longer after the advertisement appears.
- 39. In Fig. 11 is shown an advertisement that has appeared in women's magazines for many years. The dress form advertised is sold through retailers, but it is also sold direct to consumers on the mail-order plan. The results that this advertiser received during a campaign of 6 months in a

RESULTS OF THREE DIFFERENT ADVERTISERS FROM VARIOUS MAGAZINES TABLE II

| Average<br>Cost per<br>Reply of<br>Follow-Up<br>for 2 Years             | \$0.202    | .209     | .203     | .203     | .21      | 261.     | .200       | .224      | .25       | .34       | .23       | .233      | .225      | .246      | .25      | .26      | .25      | .26      | .25      |
|---|------------|----------|----------|----------|----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|----------|----------|----------|----------|
| Total<br>Expense of<br>Follow-Up<br>for 2 Years                         | \$212.00   | 302.00   | 218.00   | 332.00   | 416.00   | 271.00   | 418.00     | 92.00     | 52.00     | 39.50     | 81.00     | 21.00     | 54.00     | 32.00     | 4.00     | 5.00     | 2.00     | 16.00    | 4.00     |
| Average of<br>Sales per<br>Reply at<br>End of 2<br>Vears                | \$4.88     | 3.68     | 3.37     | 3.74     | 3.95     | 3.22     | 4.00       | 2.00      | 3.00      | 2.38      | 2.16      | 3.45      | 3.18      | 2.43      | 1.62     | 3.30     | 09.6     | 2.62     | 06.90    |
| Aggregate of<br>Sales 2 Years<br>from Date<br>Advertisement<br>Appeared | \$5,120.10 | 4,210.00 | 3,610.40 | 6,123.10 | 7,821.00 | 4,464.00 | 8,104,10   | 820.16    | 616.10    | 276.60    | 763.50    | 310.90    | 765.20    | 316.10    | 26.00    | 62.60    | 76.80    | 162.50   | 110.50   |
| Average<br>of Sales<br>per Reply<br>at End of<br>I year                 | \$0.87     | .92      | .81      | 98.      | .94      | .93      | .80        | .78       | 16.       | .82       | .77       | 1.07      | 06.       | .87       | 00°      | .73      | 1.70     | .67      | 1.66     |
| Aggregate of<br>Sales I Year<br>From Date<br>Advertisement<br>Appeared  | \$ 916.90  | 1,110.50 | 864.20   | 1,410.60 | 1,862.10 | 1,262.10 | 510.40     | •         |           |           | 273.30    | 00.96     | 216.50    | 113.60    |          | 13.80    |          |          | 26.50    |
| Cost<br>per<br>Reply  | \$.063     | .072     | 190.     | .063     | 120.     | .064     | .002       | .132      | .163      | .182      | .212      | 171.      | .233      | .298      | .410     | .362     | .821     | I.620    | .612     |
| Num-<br>ber of<br>Replies<br>Received                                   | 1,050      | 1,207    | 1,072    | 1,636    | 1,980    | 1,385    | 1 008      | 410       |           | 911       | 354       | 90        | 240       | 130       | 91       | 61       | ∞        | 62       | 91       |
| Size of<br>Space  | Page       | Page     | Page     | Page     | Page     | Page     | Page       | roo lines | roo lines | 100 lines | roo lines | 100 lines | roo lines | 100 lines | 2 inches |
| Key<br>Number<br>of Paper   | A          | m C      | D        | 田        | (Ta)     | Ů        | <b>I</b> - | · -       | K         | L         | M         | Z         | 0         | Ъ         | 0        | K        | S        | T        | þ        |

number of women's magazines afford some very interesting figures.

The best-paying medium, listing the mediums according to the ratio of cost to returns, was a magazine of comparatively small circulation; yet it brought 364 inquiries and \$410 in orders, at a cost of only \$75 for the advertising.

The second-best publication brought 332 inquiries and \$499 in orders, at a cost of \$107 for advertising.

The third on the list brought 819 inquiries and at a cost of \$252, and these inquiries resulted in business that amounted to \$673.

A well-known trio of women's magazines produced 2,293 inquiries. The cost of the space was \$744.80. The business that came from the inquiries was \$2,295. This combination produced the largest amount of business, though the rate was higher than the first two on the list.

Fifth on the list was a magazine that brought 97 inquiries and \$113 in orders, at a cost of \$80 for the advertising.

Sixth was a medium whose readers sent in 231 inquiries and \$209 in orders. The space in this medium cost \$141.

These six magazines were counted as profitable.

Three other magazines used were counted unprofitable to this advertiser, and, curiously enough, they are magazines of wide circulation and reputation, standing well up toward the head of the list of women's publications. This one advertiser's experience should not, however, be construed as meaning that some other advertiser would not get profitable results from these mediums.

In one of the unprofitable publications, \$166 was spent for advertising, and, though the medium brought 216 inquiries, business to the extent of only \$134 was secured.

In another of the three mediums that failed to pay the advertiser, \$504 was spent for space. Although the medium had a circulation that, at the ratio established by profitable mediums, should have produced at least 2,000 inquiries, he received only 361, and the total cash produced from these, instead of approaching the \$2,000 mark, was only one-fifth of that amount.

A third publication brought 260 inquiries, but only \$160 in orders. The cost for space in this medium was \$210.

It is interesting to know in connection with these figures that the price of this dress form is \$5. The results of a campaign of this character show not only the readiness of readers of the several magazines to write for a catalog, but also their willingness to spend money for a useful article. The figures also show how much of the purchase price some advertisers have to allow for advertising cost.

40. The preceding campaign is interesting as an example. but the percentage of the price of the article paid for advertising cost should not be taken as the correct percentage for some entirely different article. The mail-order advertiser, knowing what profit he can make on his goods, must decide on the maximum percentage that he can afford to pay for orders. He should then provide a checking system by which he can tell exactly what each medium produces. The mediums that produce business at too high a cost should be cut off as soon as possible after a fair trial. While the number of inquiries produced by a medium gives some preliminary idea of its value, the inquiries do not measure this value accurately. The inquiries may be of poor quality and may produce few or no orders. The amount of sales is the only satisfactory test, and the advertiser is not looking after his own interests if he does not establish a system that will enable him to ascertain just what every dollar of his advertising appropriation brings him in orders.

### THE INQUIRY BRINGER

41. If the business is of such a nature that it is not expedient to try to have the advertisement close the sale, the adoption of a good inquiry bringer is a matter of importance. The catalog and booklet are common forms of inquiry bringers, particularly if they treat of some interesting phase of a subject. A safety-razor company offers to send free a booklet entitled "The Science of Shaving." This booklet aims to sell the safety razor, but it has such an

attractive title that any man reading the advertisement is likely to send for it. Samples are also good inquiry bringers.

The inquiry bringer should be something that will attract the right class, for if it is not, the advertisement will bring the advertiser a lot of worthless inquiries. If a manufacturer of letter-writing paper, for example, should offer to send a penknife without cost to inquirers, he would be deluged with requests from people looking for free things. It would be a better plan to offer a little book on "Letter Etiquette." This would be sent for only by persons interested in knowing about the proper forms in social correspondence. The booklet could, in addition to the letter etiquette, give information about the qualities of this particular manufacturer's letter paper, and should bring results.

The value of a good inquiry bringer is that it puts the advertiser in touch with prospective purchasers, and enables him, through his literature and follow-up matter, to have the best chance at making a sale.

- 42. Advertisers of the cheaper class often run "blind" advertisements as inquiry bringers. An advertisement offering a gold watch free will be inserted without any information as to what will be required of the person that wishes to secure the watch. Such an advertisement will bring a great many inquiries, and the advertiser will then qualify his offer by telling the inquirer that a certain amount of goods must be sold in order to earn the watch. Schemes of this kind bring more poor inquiries than an advertisement that sets forth the proposition attractively but frankly.
- 43. "Leader" as Inquiry Bringer.—In order to get in touch with prospective purchasers, it is well sometimes to offer a leader. A manufacturer of card systems and general office equipment, for instance, might advertise a handy desk card outfit for a dollar. This outfit would bring no profit to the advertiser, but it will give him an acquaintance with a person interested in up-to-date office methods, and may result in large sales. This is merely a modification of the bargain idea as used by retail stores.

### PREPARATION OF COPY

- 44. The principal fact to be remembered when preparing copy for a mail-order campaign is that the advertisement must either complete the sale or develop such strong interest that the reader will be moved to inquire and thus give the advertiser a chance to send literature that will complete the sale. No salesman enters into the transaction. The advertisement depends entirely on its merits, and will fail or succeed according as it is weak or strong. The results of some advertisements are difficult to trace accurately, and when visible results are not large, the advertiser may console himself by thinking that he has received general publicity that will some day bring returns. It is different with the mail-order advertisement, the results of which may be checked very accurately. If the advertisement fails to bring results, there is nothing to say except that the selling plan or the advertisement itself is weak. Mail-order advertising is a fair but severe test of the advertising man's skill. The Section Coby for Advertisements treats the subject of copy fully. Mail-order advertisements are different from other advertisements only in the respect that nothing is left for the salesman to say. Every good selling point is included in either the advertisement itself or the literature sent to the inquirer, and every inducement is made that is likely to help make a sale. Good mail-order advertisements do not aim to remind or merely keep a name before the public; they go straight to the point and show why the reader should order the article or ask for further particulars. As space in mailorder publications is expensive, it should be used with all possible economy. No liberal margins of white space can be afforded when the cost is \$5 or more a line.
- 45. The question of whether or not the advertisement should attempt to make the sale depends on the character and the price of the article. If the idea is to have the advertisement complete a sale, usually a little more space will be required than if it is desired merely to draw an inquiry.

Both the article and the prospective purchaser must be studied thoroughly if the ad-writer expects to produce highly effective mail-order copy. When it is remembered that a difference of 15 per cent. in the effectiveness of a mail-order advertisement may mean thousands of dollars in orders, the necessity of preparing copy carefully can be appreciated. It is advisable to try different pieces of copy and to keep a careful record of the returns, in order that the strongest may be determined.

46. Figs. 12 to 20, inclusive, show typical examples of mail-order advertisements. At first glance, it may seem that some of these advertisements are so closely set with small type that few persons would read them. The fact is, however, that this style of copy has proved to be very effective. The headlines and illustrations are so appropriate and the text is so convincing that they attract attention and develop interest in spite of the fact that the matter is set in small type. The notion that long or closely set advertisements will not be read has been proved by actual results to be false. If the copy is strong enough and is displayed fairly well, it will bring results in the mail-order campaigns even if it is long and set in small type. It should be borne in mind that while daily newspaper advertisements are often read when the reader is in a hurry, mail-order publications and mail-order advertisements are read more leisurely. Furthermore, many mail-order publications reach people that do not get a great deal of reading matter and that read closely all they receive. The question in preparing a mail-order advertisement is not whether it will be read by busy persons that have no interest in the subject, but whether it will be read by the particular class that the ad-writer wishes to reach. Critics of advertising delight in finding fault with the inartistic advertisements of successful mail-order firms, but the results that these firms achieve constitute an effective answer to all criticism.

Figs. 12 to 20 show advertisements dealing with articles priced from 10 cents up. The advertisements shown in

### INDIVIDUAL Communion Service



Many materials, Many designs. Send for illustrated catalogue No. 21. Mention name of church and number of communicants.

GEO. H. SPRINGER, Mgr. 256-258 Washington St., Boston, Mass.

Frg. 12

### A New Delight

awaits the smoker who has not discovered the exquisite aroma of

### French's Mixture

The Aristocrat of Smoking Tobacco

It pleases instantly and satisfies continuously. Only the choicest grades of clotten Leaf are used. Blended by hand with a care that shames ordinary machine methods. Pure, clean, wholesome, and always in perfect condition, because it is sold only

### Direct from Factory to Smoker

Send 10c (silver or stamps) for large sample pouch and booklet. FRENCH TOBACCO COMPANY Dept. 31, Statesville, N. C.

Fig. 13



We never sell through deal-

ers, but always direct to

smokers

### Stallman's Dresser Trunk

Easy to get at everything without disturbing anything. No fatigue in packing and unpacking. Light, strong, roomy drawers. Holds as much and costs no more than a trunk made. In small room serves as chiffonier. C. O. D. with privilege of examination.

2c. stamp for Catalog.

F. A. STALLMAN, 48 W. Spring St., Columbus, O.

Fig. 14

### **GROW MUSHROOMS**

For Big and Quick Profits, I can give practical instructions worth many dollars to you. No matter what your occupation is or where located, get a thorough knowledge of this paying business. Particulars free. JACKSON MUSHIROOM FARM, 2348 N. Western Ave. B.-85, Chicago

### Shop in New York

Without Leaving Your Home



With the aid of our Free Catalogue and Samples before you, you can make your selection from hundreds of the latest New York styles and choose the material for your Suit, Skirt or Rain-Coat from a liberal number of this season's finest fabrics.

weaves and colors.

We fit you perfectly, because your garment is cut according to our Perfect Fitting System and then graded to your measurements from the lines of the ideal figure. In this way only can you get a wellfitting garment adapted to your own figure and at the same time possessing the beautiful lines of the latest New York creations.

Order a Sult, Skirt or Rain-Cost made to your measure. it will be exquisitely stylish; it will possess individuality; every detail of its con-struction will please you.

IF YOU ARE NOT SAT-ISFIED AND WANT YOUR MONEY BACK FOR ANY REASON WHATEVER, YOU WILL GET IT WITH-OUT QUESTION OR DELAY.

Our Free Catalogue illus trates and describes the following garments which we make to order

isiting Dresses, alfor-made Suits, eparate Skirts, ain-Coats,

\$6.00 to \$20.00 7.50 to 25.00 3.50 to 15.00 8.73 to 18.00

Our line of ready-made goods includes practically everything that is essential to a well-dressed woman's wardrobe.

Here, again, is a splendid opportunity for greatly economizing in Here, again, is a splendid opportunity for greatly economizing in Because of the enormous business we do in ready-made goods, we are able to manufacture at the lowest possible cost. We give you from us you get far greater value for your money than you can obtain elsewhere.

Our Free Catalogue also tilustrates and describes the foliation of Science eachymade goals:
dies' and Misses' Colons, \$8.45 to \$34.75 Swelbern, \$.25 to \$3.48 idens's Colons, \$4.75 to \$3.67 Underwayer, \$2 to \$2.48 idens's Colons, \$4.75 to \$4.84 Contest, \$1.00 to \$3.00 states, \$4.75 to \$4.84 Contest, \$1.00 to \$3.00 states, \$4.75 to \$4.85 Contest, \$1.00 to \$3.00 states, \$4.75 to \$4

We prepay postage or express charges on anything you order from us to any part of the United States; this means a big saving to you.

Write to-day for our new Winter Style Book, sent free to any part of the United States, and if you desire Samples of Materials for Sults, Skirts or Rain-Coats, be sure to mention colors you prefer

### National Cloak & Suit Co. 212 West 24th St., New York City

Largest Ladies' Outfitting Establishment in the World Mail Orders Only No Agents or Branches

Free Concerts!



Mr. Edison says:

"I want to see a Phonograph in every American home."

### FREE TRIAL

### Edison Phonograph Offer

WHILE this offer lasts we will send to any reader of this searce a Gamilia Edison new system. Tally then Procession in the first search of the search as a lasting we down to a week. Try the new Tally then Edison in your element one. Then if you do not want to keep this wonderful instrument, you may send it back to us at our expense and we charge you adoptifiely nothing for the free trial. If you like the instrument with its murvelous yratisions of enter-talment, including the lastest popular somes, side splitting ministred dialogs, beautiful operation of the control of the search of

\$2 a Month now buys a genledison outfit including one dozen granine Edison gold moulded records. The state of the state of the son outfit only \$3.00 are nowth. Amondo Edison outfit only \$3.00 are nowth. In the bottom price no matter whether you send cash in full of pay on our caniest terms.

For Cash in full: 80 many cash purfinest Edison outsits on free trial that we are obliged to announce again that Mr. Edison allows no discount for cash. We payments that it was those who buy on casy payments that it was the same allows as what treat all the Edison customers allow Edison Catalogs

SIGN the Coupon and get the great Edison catalog, quoting the reak-bottem prices—on the finest Edison outlite. Remember you get an absolutely free trial and can send either cash in full or easy manthy manests.

Edison Phenograph Distribits.
F. K. BABSON, Mgr.
EDISON BUILDING,
Suite 2447 Chicago

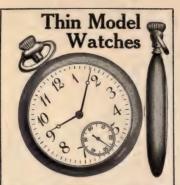
Without any obligations on me please send me free, prepaid, your Edison catalog, Edison poster d catalog of Edison records.

Thomas a Edison

poupon now!

Dog Dog

Fig. 17



Direct from manufacturers at great saving

New style, thin model, gentlemen's watch. Plain polished, or engine turned, 20 year gold-filled case. Nickel movement, 7 jewels. Perfect timekeeper. Sent on receipt of

Same watch retails for \$10 and \$12. Best low-priced, thin model watch sold. Pendant wind and set; lever escapement; all parts interchangeable.

### Kept in order, free, for five years

A handsome, inexpensive timepiece for business and professional men. Money refunded if not satisfactory. Same watch cased in nickel or gun-metal . \$3.95 Extra thin model Watch; 15 jewels, 25 year case; solid gold ball-bearing bow . 14.75

Extra thin model Watch; 17 jewels, 25 year case; solid gold ball-bearing bow . 21.00 Add 16 cents to the price, if you wish watch sent by registered mail.

Write for Watch Booklet "C"

HUNT & McCREE Manufacturer's Brokers, 150 Nassan St., New York

Fig. 18



### **Buying This Buggy This Way** Must Save You \$25.00

ERE is some inside information as to how the selling price is fixed on a high grade buggy by its manufacturer. This information is abso-lutely authentic—we have manufactured buggles for years and are on the inside of the buggy question.

This Model One Quality Buggy costs to make at the that is, one constructed of as good material and by high-class workmen -cannot cost any factory a penny less than \$43 to produce.

In the ordinary way of selling-by ordinary we mean the old expensive way of selling through jobbers and dealers—any factory must have 15% profit at the least. No factory can keep out of the hands of the eriff or receiver on a cent less profit.

15% on \$43 is \$6.45, which added to the actual factory cost makes the buggy stand the jobber \$49.45. The jobber must make 15% on his net cost—15% on \$49.45 amounts to \$7.41, which now places the buggy in the hands of the dealer-the buggy seller in your town-at a net cost of \$56.86.

Now, no dealer can pay rent, taxes, light, heat, clerk hire and the carrying expenses-by carrying expenses we mean the interest on the money that he has invested in buggies that he carries in stock, which may have to be carried from six months to a year, which will be at least 5%-for a less total profit of \$18.14 on each buggy

This \$18.14 is a perfectly legitimate profit for the dealer to get, who can sell only a few buggies in a season at the most. No one can consider this dealer's profit under the circumstances as exorbitant. He is entitled to it. The fault lies—the fault that costs the buggy user \$25—in the method of doing business, of which we speak later.

\$18.14 is a trifle less than 331/8 of the dealer's net cost of \$56.86. This \$18.14 added to the \$56.86 makes 575, the price the dealer will charge at retail; many dealers will charge more.

As we say, the fault lies in the method—the \$25 extra on the price of the buggy lies in the method of doing business with the jobber and dealer. This extra \$25 that comes out of the buyer's pocket is where you most naturally are mightily interested. Our method of selling is to go to the buggy user

direct—you, with our factory cost plus our one factory profit. We sell you a Model One Quality Buggy for just \$50.

Our factory cost on this buggy is the same-namely. \$43—whether we sell it to you for \$50 or to the jobber for \$49.45. We seem to make a trifle more—55 cents selling to you, but we don't mind telling you that the 55 cents is used up in making shipments, which cost a trifle more for cartage and crating.

But your buggy cost is two profits greater buying m the dealer—the jobber's and the dealer's profits from the or \$25-that is, buying from us direct you make, or save, the \$25.

So you see that the headlines of this advertisement are literally true—"BUYING THIS BUGGY THIS
WAY MUST SAVE YOU \$25."
We can almost hear you say: "That sounds like a

mighty fair proposition, and the saving way to buy
if the quality of the buggy is all right."

Right there—right on the quality part—is where we



offer you the greatest safeguard in the world for the protection of yourself. In the first place, we make only the highest quality buggies—that's the reason they are called MODEL ONE QUALITY BUGGIES.

A book we could write on the quality of these gies-instead, we say "Take a buggy for a full buggies instead, we say "Take a buggy for a full month's free trial." The quickest way in the world to prove the quality of a buggy to you is to let you have the buggy and prove it yourself. Now, isn't that so? Ride in it, ride it to town, let your friends-jealous or otherwise, criticise it. Automobiles have to be built fool-proof, they say, so that anybody can operate them. Our buggies are built criticism-proof, so that they will stand all criticism and stay out on our free trial plan.

We have thousands of buggies out on this free trial plan all the time. Do they come back? you ask. No. indeed we make them so good that they stay out. We indeed—we make them so good that they stay that, we have to. We would be discounting our business future if we didn't. We would go broke in no time if the MODEL ONE QUALITY BUGGY didn't stand this

trial test. You can see that, can't you?

If. after trying the buggy one full month in your own way, on your own roads, under all conditions, your best judgment says "No," then ship it back. We will pay the freight both ways—you can't be out a penny, and can buy a buggy somewhere else—pay \$75 for E it. you likewe will only thank you for giving ours a

Our official signature guarantee for two years, direct to you from us, goes with every buggy we sell. This guaranty is your buggy insurance policy against inferior material and workmanship for two full years,

with all premiums paid.

Now if you are interested in the One Quality Buggy, the by the One Quality Factory—sold direct to you made by the One Quality Pactory-sold direct to you on a full month's free trial for \$50-worth \$75-please send us a postal, now, while it is uppermost in your mind. This postal will bring our free catalogue. This catalogue tells you all about our method of selling direct from factory to user, with our one regular factory profit added. It tells why we would rather sell to the user at the same profit than to the jobber; it tells all about our complete line of vehicles for all purposes; it tells you the options you can have as to finish, and it also gives you a full line of harness to select from at wholesale prices. This catalogue and a courteous letter will come promptly in response to a postal. Address—The Model Carriage & Harness Co., 360

West Sixth Street, Cincinnati, O.

Figs. 13, 18, and 19 attempt to complete a sale, but those in Figs. 18 and 19 also exploit the free catalog. In Figs. 12, 14, 15, 16, 17, and 20 the advertisements attempt to draw only the inquiry, and in Fig. 17 a coupon is provided for the reader's convenience. The Hunt & McCree advertisement is an unusually well-arranged mail-order advertisement. A number of these advertisements illustrate the fact that high-grade articles may be sold by the mail-order plan as readily as cheap ones. Fig. 20 illustrates the underscoring of important words. This was a fad at one time, but is generally acknowledged to add little or nothing to effectiveness. When overdone, as in this advertisement, it mars the typographical appearance.

The Gothic faces and type of the class of Doric Italic (the display in Fig. 20 is in Doric Italic type) are used freely and are very effective for display lines of mail-order advertisements. These plain, bold styles of type enable the advertiser to make his headings strong even if the body matter is closely set in small type.

Half-tones for mail-order advertisements are usually from 85-line screen to 120-line screen, depending on the quality of paper that the publication is to be printed on. When standard magazines are used, the screen may be finer.

### SELECTION OF MEDIUMS

47. The subject of selecting a medium is covered thoroughly in *Mediums*. The mediums that the mail-order advertiser should use depend entirely on what he is going to advertise. If a patent churn is to be sold, use should be made of agricultural mediums and other publications that go into the rural communities; if a set of Kipling's works is to be placed on the market, mediums that reach the bookbuying public should be utilized; and so on. If the advertiser is a department-store proprietor, he may use newspapers to draw inquiries from near-by small towns, he may do his mail-order work by form letters and special correspondence, or he may use the magazines and thus cover a broader field.

### EXAMPLES OF CAMPAIGNS

48. Mail-order campaigns are of such variety that only two examples will be considered here. One of these will treat of a medical business of the better grade, and the other will deal with the marketing of a high-grade smoking tobacco.

### ADVERTISING OF MEDICINES

- 49. A great deal of money has been made by advertising patent medicines and other medical treatments, and the business has been done both through the retailer and by means of the mail-order plan. It is a regrettable fact that a large proportion of medical propositions are wholly or partly fraudulent. Even where the remedies themselves are meritorious, in most cases the advertisers make extravagant or preposterous claims. The advertisements, booklets, and letters of medical advertisers usually mention a long list of symptoms and endeavor to frighten the reader into believing that he is in a dangerous condition, and that the proper thing to do is to write to the advertiser for either advice or treatment.
- 50. So much of medical advertising is sensational, fraudulent, or otherwise objectionable that the highest-grade magazines now exclude medical copy altogether. Nevertheless, some medical propositions are perfectly legitimate. The following points about the medical business are worthy of consideration:

Women, as a rule, are more susceptible to medical advertising than are men. Medicines to be sold through the mails should be in tablet form if possible, as liquids are difficult to pack for mailing. An advertisement of a doctor is generally more impressive than one of some person that is not a doctor or one of a firm. However, one medical

firm doing business in the name of a woman has made a fortune. The strong feature of this case was that the advertisements offered the advice of a woman that claimed to have long experience in treating woman's ills and promised that the letters from women relating to their ailments would be read only by this woman or her assistants.

### COMPLEXION-REMEDY CAMPAIGN

51. A practicing physician of good ability finds that a combination of three prescriptions—a liver remedy, a blood remedy, and a facial application—gives good results in remov-



ing facial blemishes, such as pimples, blotches, blackheads, etc. He also finds that while it is occasionally necessary to make some change, as a rule the regular prescriptions are well adapted to all cases. He therefore puts up these three prescriptions in attractive form and in such shape (tablets and cream) that they can be sent through the mails at the cost of a few cents in postage. The suggestive name "Complexo" is adopted and is registered as a trade mark (see Fig. 21).

52. The cost of preparing these remedies is small, so that a large profit is possible. But, since many 25-cent sales would have to be made to put the business on a

paying basis, it is thought best to try to make \$1 and \$2.50 sales. This being the case, it is deemed inexpedient to try to make the advertisement close the sale. The average prospective purchaser is not likely to send on \$2.50 until more information has been given than can be put into an advertisement of reasonable size. Accordingly, the advertisement will seek only to interest readers in the remedies. But in order to create interest and to get the prospective customer to pay more attention to the booklet that will be sent, the advertisement will offer a full week's treatment for 10 cents. This offer will serve several purposes. The dimes received will help pay for samples and advertising. Then, it is a demonstrated fact that persons think more of an article that they pay for than they do of something sent free, and will give more attention to it. It is not intended that the sample

### Pimples and Blotches

permanently removed by Complexo, a systemic treatment prepared by a complexion specialist. Goes to the root of the trouble. Three remedies—liver, blood, and facial. Leaves face soft and rosy. Endorsed by thousands of grateful users. Full week's treatment for 10 cents, coin or stamps.

DR. D. F. KOMINGS, Box 52, Scranton, Pa.

Frg. 22

will be sufficient to make any improvement in the purchaser's complexion; and the advertiser will explain this in his letter. However, the sample will be used, and this is sure to create more confidence in the advertiser and more interest in the remedy than would be possible otherwise.

53. Figs. 22 to 30, inclusive, show the advertisement used by this advertiser, the three form letters, the order blank, and the first cover page of the booklet, the introductory page, a page of testimonials, and the last page of the booklet. This advertiser also used a consultation blank that contained an extensive list of questions about the physical condition of the patient and blank spaces for answers. This blank is not reproduced here.

The plan for using all this matter was drawn up before anything was printed, in order to make it certain that the

### DR. D. F. KOMINGS

### EYE, EAR, NOSE, THROAT AND SKIN SPECIALIST

20 MANTZ BLDG. SCRANTON, PA.

### Dear Madam:

I am pleased to send you by this mail a package containing a full week's treatment of my Complexo, as I offered to do in my advertisement.

Of course you understand that a week's treatment will not help you materially. In fact, unless your facial trouble is very slight or has just begun, you will probably not be able to see any improvement until you have taken at least two weeks' treatment.

Delays are dangerous, you know, and the only reason I have for offering to send a week's treatment free is that those with annoying and disfiguring pimples, blackheads, freckles, blotches, etc. may begin treatment at the earliest possible moment and have enough to last until a further supply can be ordered from me.

When you read what my Complexo has done for so many others afflicted like yourself, you can have no doubt of what it will do for you. I wish I could show you the letters that are coming to me almost every day. Remember that my remedies go to the root of the disorder, so that the cure is permanent. Do not class Complexo with the superficial (and often dangerous) lotions, powders, etc.

My charge for a full month's treatment is \$1; for three months' treatment I make the special price of \$2.50. If you can spare the money, I advise that you order the three months' treatment, for in this way you can be sure that your trouble will not return after it disappears. But order at once, even if you can spare only a dollar. Don't delay.

Assuring you that I am happy to be able to restore your face to its natural fairness, I am

Sincerely yours

D. F. Komings, M. D.

Fig. 23

#### DR. D. F. KOMINGS

#### EYE, EAR, NOSE, THROAT AND SKIN SPECIALIST

20 MANTZ BLDG. SCRANTON, PA.

#### Dear Madam:

Why do you hesitate about ordering the Complexo treatment?

You surely cannot doubt, after reading the letters printed in the booklet I sent, that my treatment will restore the natural fairness to your face. A recent letter from a young lady whose face was probably much worse than yours says: "I have spent a great deal of money on medicines that never did any good, but your treatment has entirely removed the pimples and blackheads from my face."

Now, unless your trouble is very slight or has just begun, I cannot promise that less than a month's treatment will effect a complete cure; but I do want you to be rid of your affliction, and since it must be that you do not care to send as much as a dollar, I will put up a full two weeks' treatment for you on receipt of fifty cents in the enclosed coin holder or that amount in stamps.

I make this offer because I am certain that when you have taken the full two weeks' treatment your face will be so much improved that you will continue the remedy until completely cured.

Do not delay, for by so doing the trouble will become harder to remove. Be sure to fill out and return the enclosed consultation sheet with your order.

With the hope that you will begin my treatment at once, I am
Sincerely yours

D. F. Komings, M. D.

Fig. 24

#### DR. D. F. KOMINGS

#### EYE, EAR, NOSE, THROAT AND SKIN SPECIALIST

20 MANTZ BLDG. SCRANTON, PA.

#### Dear Madam:

What is the condition of your face, now that you have about finished the treatment you ordered?

If the trouble has not entirely disappeared, I urge you not to discontinue the treatment. You should continue taking the remedies for some little time after all surface indications of the trouble have disappeared.

Don't stop half-way, or you may have the whole treatment to go over again.

I shall be pleased to send you one more month's treatment on receipt of \$1, or a supply sufficient to last three months for \$2.50; or you may purchase a month's supply of any one of the three remedies for thirty-five cents.

Expecting to hear that you have been greatly benefited and that you will continue the treatment until completely cured, I am

Sincerely yours

D. F. Komings, M. D.

PS. Have you any acquaintances afflicted with any form of facial troubles? If so, I'd thank you for their names and addresses.

Fig. 25

## HOW TO HAVE A Beautiful Complexion



By DR. D. F. KOMINGS SCRANTON "PENNSYLVANIA

Fig. 27

First cover page of Complexo Booklet

206 823



# USE THIS ORDER BLANK

| R. D. F. KOMINGS, Scranton, Pa.  Ienclose \$ honth's supply of your Complexo treatment. I enclose also be Consultation Sheet with the blanks filled out.  Street Address |
|--|
|--|

Fig. 26 Order blank enclosed with letters shown in Figs. 23 and 24

#### A BEAUTIFUL COMPLEXION

#### Rature's Gift to Woman

A FAIR face is woman's heritage, and no woman need feel that it is vanity to have deep concern about her complexion. Her Creator intended that she should be "fair to look upon," and the blemishes that so often mar Nature's perfect handiwork are merely the result of improper methods of living, or of ignorance or negligence. When the cause is removed, the freshness and bloom of childhood will come back.

It is a woman's duty to herself and to those around her to preserve the natural beauty of her face, for love is the scepter by which she rules, by which she wins the lord of her heart and retains and increases that love.

One with a coarse or disfigured face may be loved in spite of it, but how much more is such a one cherished when the fairness of youth is retained.

The woman that is blessed with a beautiful, clear complexion commands respect and admiration. One who has lost this priceless possession should seek at once to find it, for every month of delay may mean that the trouble is becoming more deep-seated.

No longer need women be annoyed by facial disfigurements or be distressed by the unwelcome notice that such afflictions always bring, for a trustworthy way of relief is now open to them.

#### A BEAUTIFUL COMPLEXION

#### Regrets She Did Not Know of Complexo Earlier

Jamaica, N. Y., Nov. 26, 1905

Dr. Komings: I thought I would write to tell you that your Complexo has cured my skin entirely of pimples and black-heads. I have been taking it for some time, and am only sorry that I had not known about it years ago, as I have spent lots of money on medicines that never did me any good. I thank you for your advice and wish you much success.

(Miss) Alice Searles

#### Will Recommend to All Her Friends

Chicago, Ill., November 8, 1905

Dear Dr. Komings: I write you just a few lines to tell you that my freckles are all gone. I think it wonderful, as I have had them so long. I am surprised that I never heard of your remedies before, and to think that only two months' treatment has entirely removed the freckles. I can assure you I shall take pleasure in recommending your Complexo to all my friends.

#### Now Entirely Well

Fulton, N. Y., June 17, 1905

Dear Dr. Komings: No one will ever know the mortification I suffered from my face nor the blessings I have given you for the relief your tablets and cream have afforded. I am now entirely well.

(Mrs.) Dora Crawford

#### Permanent Cure in a Few Weeks

Syracuse, N. Y., Aug. 10, 1905

Dear Dr. Komings: Two years ago I commenced using your Complexo treatment and my face was well in a few weeks; and it has remained so ever since.

Very truly yours,

(Miss) Kate Wansey

#### Now Free from Rashes and Pimples

Fulton, N. Y., August 14, 1905

Dear Dr. Komings: After using your treatment for two months, my face and body are now entirely well. It is the first time I have been free from rashes and pimples in several years.

(Miss) Rose Jenson

Fig. 29

Page of testimonials to clinch the arguments

#### A BEAUTIFUL COMPLEXION

#### How to Order

THE cost of a full month's treatment is one dollar.

A supply sufficient to last three months will be sent for two dollars and fifty cents. A three months' treatment is nearly always sufficient for a complete cure; often a month's treatment will remove all traces of the trouble, but it is safer to continue the remedies for a while after surface indications have disappeared in order to insure that they will not return.

Send one dollar for a month's treatment or two dollars and fifty cents for three months' treatment, using a post-office money order, express money order or registered letter, if possible, and being sure to enclose the consultation sheet with the blanks filled out as definitely as you can. It is not necessary to write a separate letter.

The treatment will be forwarded by mail immediately, charges prepaid. An extra month's supply of the cream, or of either of the tablets, will be sent at any time for thirtyfive cents.

Do not hesitate to order merely because you have tried some external preparation on your face and been disappointed with results.

Complexo is a systemic treatment and drives the humors out of the system. Send your order at once.

All correspondence will be held confidential.

advertisement, the booklet, and the letters would work well together.

The tinted paper and the brown ink were selected for the booklet cover because they give a soft effect. The half-tone of the head was purchased for a few dollars from a magazine that had used, as a cover design, a large cut of the same subject. A drawing of a head like this would cost not less than \$25.

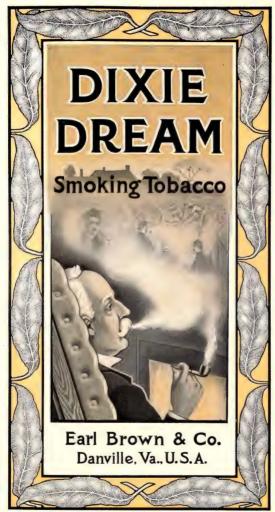
- 54. The first two form letters, Figs. 23 and 24, were sent 10 days apart. The purpose of the first was to make a sale of \$1 or \$2.50. The second made a 50-cent offer, while the third, Fig. 25, was a special letter intended for those who ordered a 50-cent or a dollar supply. The third letter was sent about the time that the supply was exhausted. This advertiser's experience showed that he could get many second orders. The improvement brought about by the first supply of the remedy usually encouraged the patient to order again.
- 55. It is obvious that women are the principal purchasers of articles like Complexo. Therefore, in writing the booklet, full account was taken of woman's natural pride in her face. The attractiveness of a good complexion was emphasized, and it was argued very logically that Complexo, if given a fair trial, would relieve any woman of the embarrassment and unwelcome attention that come from a pimply, rough complexion. The consultation blank created much confidence, for it showed that the doctor was ready to prepare special prescriptions if necessary.

Mediums having large circulation among women were selected. As the higher grade of women's magazines refuse all copy of a medical nature, it was necessary to choose mailorder mediums of middle grade and low subscription rates.

#### SMOKING-TOBACCO CAMPAIGN

- 56. Smoking tobacco can be bought almost anywhere. Therefore, in order to do a successful business through the advertising of smoking tobacco, the advertiser must be able to do one of two things, namely, offer goods of superior character not easily obtainable through retail stores, or offer superior goods at prices that are much lower than those of retail stores.
- 57. Let it be supposed that Earl Brown & Company, of Danville, Virginia, decide to manufacture and sell direct to consumers by mail a special brand of smoking tobacco made from the finest tobacco of lower Virginia and the Piedmont sections of North Carolina and South Carolina. A company advertising from this part of the country would start out with much in its favor, for these states have been famous from early Colonial days for the fine grade of bright-leaf smoking tobacco that they produce; and it is well known that Danville is the largest vellow-tobacco market in the world. Being right in the tobacco region and in a part of the country where labor is much cheaper than in the North and the West, it follows logically that Earl Brown & Company can sell a high-grade smoking tobacco by mail direct to the smoker at a price much lower than he would pay at a retail store.
- 58. This company contracts for the entire crop of a number of light-soil plantations that produce the famous bright-leaf tobacco, to which so many Federal soldiers became attached during the Civil War and which they ordered by mail in later years.

This tobacco is sorted very carefully, the lightest in color being used for making smoking tobacco of medium strength, while the medium bright is made up for persons that like a strong smoke. This yellow tobacco is grown almost entirely in Virginia and the Carolinas, and has an interesting history. The story of its growth, with scenes of the plantations, the tobacco-curing houses, the warehouses in





which it is aged with great care, so as to develop the finest flavor, the Danville factory, and the details of how cleanly and carefully the tobacco is chopped and packed in air-tight glass jars, make a most interesting booklet to a lover of good tobacco. Much can be made of the adaptability of the soil of these plantations, the method by which the tobacco leaves are gathered at just the right degree of ripeness, the scientific methods of curing, etc. A touch of history and sentiment can be added by explaining that this is "the tobacco the Federal soldiers sent back South for when they got home from the Civil War." The booklet can show two jars in colors.

- 59. It is decided to name this tobacco "Dixie Dream," and to sell both the medium and the strong grade at a uniform price of \$5 for six 1-pound jars. The advertiser will make it plain that such carefully selected, cured, and aged tobacco as Dixie Dream is not sold in retail stores at all, and even if it were, it would cost not less than \$1.50 a pound. He need not make a direct attack on cheaper, yellow smoking tobaccos made up of various grades of yellow tobacco and sold in bags, but can easily bring out the great superiority of the carefully selected and carefully prepared Dixie Dream in its air-tight glass jars.
- 60. Fig. 31 shows an appropriate booklet cover for Earl Brown & Company. The scenes and coloring of this cover are in harmony with the interesting story of Dixie Dream told on the inside pages. Note how the old plantation, the colonial figure, and the soldiers around the camp-fire are introduced in an inconspicuous way. Two cuts are required for producing such a design. This booklet can be used to good advantage with a strong letter in responding to inquiries.
- 61. In Fig. 32 is shown an example of appropriate copy for a Dixie-Dream advertisement. Earl Brown & Compay should be able to make lifelong customers of a good proportion of those who order. Therefore, the company can afford to pay more for first orders than would usually be advisable. It can hope for new business through the recommendations

## Smoke a Full Pound Jar of Our

Dixie Dream Tobacco

On Approval

Danville is the greatest market in the world for the famous bright-leaf smoking tobacco of lower Vir-cginia and the Carolinas. We contract for the entire product of a number of light-soil plantations producing a leaf of the highest quality.

The leaves are gathered gradually as the tobacco matures, and they are tured and aged with the care that the colonial forefathers used. The lightest leaves make up our golden-yellow Dixie Dream, while the reddish-brown leaves make a slightly stronger smoke.

Put up in 1-pound, octagon, air-tight, glass jars. The finest smoking tobacco of the world. Made in a factory that is as clean as a dining room, under supervision of men that could write books about tobacco.

Easily worth \$1.50 a pound. Not obtainable in retail stores. Sold direct from factory to consumer.

#### Not a cent to pay if you don't like it



The air-tight jar preserves the flavor and keeps the tobacco moist and sweet Just write us on your own letterhead and tell us to send you six 1-pound jars on approval. Smoke one pound. Then either send us \$5 in full payment for the six jars, or return the remaining five jars.

We can afford to make this offer, for we know you'll keep the tobacco; no tobacco connoisseur ever lets a pound of Dixie Dream get away from him.

tobacco moist and sweet Say whether you want medium or strong. Booklet free.

Earl Brown & Co., Box 80, Danville, Va.

of customers, and should follow up the line of work by getting from customers the names of acquaintances that are lovers of fine smoking tobacco.

- 62. For this class of mail-order advertising, publications that reach men of fair means should be used. The low-grade monthlies would be unsuitable. The follow-up matter should not be cheap in tone, and all printed matter should be in harmony with the high-grade goods, for Dixie Dream is to be promoted as an "aristocratic" smoke.
- 63. The advertisement makes clear the general sales plan. An attractive sample package should be prepared, to be sent free to those who merely request the booklet. This will assist in making sales, as will also an order blank, return envelope, etc.

Since many inquiries will come from men that are likely to put off ordering, a follow-up of several letters should be used. It is best to have the second letter canvass for the \$5 order. The third letter may offer to fill just a single 1-pound order for a dollar, the argument to the prospective being that while the rule is to make only \$5 shipments, the advertiser believes that 1 pound will make the user a lifelong buyer of Dixie Dream. He is therefore willing to send 1 pound, prepaid, to any point east of the Mississippi on receipt of \$1, though such a sale means no profit.

An advertiser of this class should keep a careful mailing list of all customers, and when he thinks they are about ready for more goods, he should write to them.



# MISCELLANEOUS DETAILS OF MANAGEMENT

#### INTRODUCTION

1. Many important details of advertising management are linked so closely with retail, department-store, mailorder, and other branches of advertising that they have been properly considered in Sections dealing with such campaigns. There are, however, some details of management common to all branches of advertising, and it is the purpose of this Section to treat of these miscellaneous details. Checking, for example, is as important to the retail advertiser as to the general advertiser or the mail-order advertiser, and as the methods of checking are to some extent the same in general advertising as in mail-order work, it is advisable to study checking methods as a separate subject. Likewise, the subject of copyright is as important in one branch of advertising as in another, that is, if the advertiser plans to prepare catalogs, booklets, or other circular matter. The advertiser should understand the principles of copyright law in order to protect his own literature, even if he has no other use for the knowledge.

It is, of course, impossible within the limits of this Section and the other Sections devoted to the subject of management to consider all the details of management of widely different lines of business. Many questions concerning management can be answered intelligently only after a thorough study of the business.

### RECORDING AND CHECKING OF ADVERTISING

#### IMPORTANCE OF CHECKING ADVERTISEMENTS

2. An important duty of the advertising manager is that of establishing a recording and checking system that will enable him (1) to get quickly any desired information concerning the contracts for space, and (2) to ascertain at any time the results produced by a particular medium or a particular advertisement.

It is important that the office system shall make it convenient for the manager to learn at any time the amount of space contracted for in a particular medium, the rate, whether or not the advertisement was inserted correctly, etc., but it is vastly more important that it shall enable him to tell whether or not a medium or a plan pays. No matter how carefully advertising is planned and executed, some mistakes are likely to be made. Some medium or plan that the advertising manager has expected to bring good results may bring poor results, and if the system of the office does not provide a way by which these errors of judgment may be detected and corrected quickly, a great deal of money may be wasted. In fact, the average advertiser that attempts to get along without any recording and checking system is doing business, as it were, "in the dark," and has his chance for success much lessened. His business may be such that it is not easy to trace returns, but he should do what he can in this direction.

3. Large mail-order advertisers usually require a daily report from the correspondence department, showing how many inquiries were received from each medium, and frequent reports as to the proportion of sales made. In this way, the advertiser can keep his finger on the pulse of his business, and can quickly change plans when a medium fails

to bring the proper number of inquiries or when the inquiries fail to yield the proper proportion of sales.

4. It is to the advertising manager's interests to establish and maintain a good record system. Then, when his employers wish to know what returns have come from certain expenditures, he will have the information right at hand and in accurate form, and thus be able to show the results of his work. The advertising manager and the sales manager, if there be one, should cooperate in making these records as complete as possible. When there is a sales manager, there is much need for harmony and cooperation between him and the advertising manager; each is able to do a great deal for the other.

When there is no sales manager, however, the advertising manager has a fine opportunity to master the details of his administration and put into effect an office system that will place the sales campaigns on a scientific basis. It is not necessary that the advertising manager shall devote his time to detail work in connection with the keeping of records. After he has originated the system, the keeping of the records may be attended to by an assistant. Some of the work is properly cared for by the bookkeeping department. But any ability that the advertising manager shows as an organizer and systematizer is sure to be rewarded.

While the object should be to have complete records, simplicity, and economy of time and labor are just as important as completeness. Nowadays, when there is so much enthusiasm over systematic methods, there is danger of going to extremes and installing systems that complicate and delay.

5. With large mail-order advertisers, the usual plan is for the correspondence department to record each inquiry as it is received and to furnish the advertising department with a report that will enable the clerk to credit these properly to the various mediums. It is important that inquiries be credited properly, even if produced by advertisements several years old, for some mediums continue to "pull" for

a long time. As sales are made, the record must be referred to, so as to know what medium is entitled to credit, and then this sales data should be entered upon the records of the advertising department.

Some advertisers make up monthly or weekly reports showing how the number of inquiries, the amount of sales, and the percentage of cost compare with the same period of a previous year. This form of report may give the information for each medium separately, thus enabling the advertiser to see whether his advertising or the medium is losing or gaining in value.

6. Difference Between Inquiries and Orders.—The advertising manager must make a distinction between inquiries and orders. An inquiry is nothing more than a reader's indication of interest in the advertised article, and unless a good proportion of the inquiries can be turned into orders, they will amount to little or nothing. Many advertisers make the mistake of spending large appropriations to get people to write for catalogs, booklets, etc. and then, by mismanagement or by negligence in taking care of the inquiries, allow this publicity to go to waste. Careful attention to this end of the business and the maintaining of a good checking system are sure to increase profits.

Another common mistake is that of estimating the value of a campaign or the value of a certain medium by the number of inquiries received. The quality of the inquiries must be ascertained before the true valuation can be determined. It is easy enough to prepare advertisements that will bring inquiries, but unless the inquiries come from persons that are likely to become purchasers, they are of no value.

#### CHECKING OF MAIL-ORDER ADVERTISING

7. Since, in mail-order advertising, all dealings between the advertiser and the inquirer (or purchaser) are by letter or printed matter, there are various ways by which it may be easily determined whether a medium or a plan is profitable.

#### METHODS OF KEYING

- 8. To key an advertisement, is to have some method of showing what returns the advertisement brings.
- 9. Coupon Method.—One of the most popular keying schemes is the coupon method. In Fig. 1 is shown reproductions of six forms of coupons. The coupon advertisement invites the reader to fill in the coupon, clip or tear it off, and mail it. In order that it may be determined from which publication the coupon is clipped, a special mark is put on the coupon in each medium. In the coupon shown in (a), "KS10" is the key used for the particular magazine from which the coupon was clipped. In (c), "Cos. Oct." appears at the top of the triangular space; this means that this advertisement was run in the October Cosmopolitan. In (b) and (f), the key appears in a slightly different form. The coupon in (d) not only provides a key, but supplies a list on which the reader may check off what interests him most.

In order not to interfere with the second-class mail privileges of publications, it was formerly necessary for advertisers to restrict coupons to a space of not more than 25 per cent. of the total area of the advertisement. This limitation has now been removed, but the coupons or orderforms must be only an incidental part of the advertisement —not the principal feature.

10. The coupon method provides an easy way for the interested person to send an inquiry or an order. Many persons dislike the task of writing a letter. The coupon, however, says to him in effect, "Never mind about looking up a pen and paper; just fill in these few lines and mail me now." Results have shown that the coupon will often double the number of inquiries received through an advertisement.

To be most effective, a coupon should have lines long enough for the inquirer to write his name and address legibly, and it should be placed where it may be clipped out easily. The coupon in Fig. 1 (c) does not provide enough room for the address. If the coupon is a corner one, it

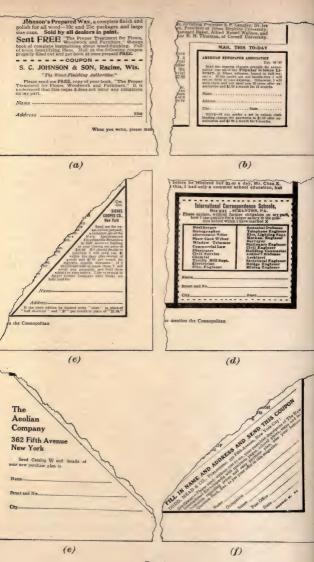


Fig. 1

should be put on the outer edge of the page; that is, on the upper right corner or the lower right corner, if the advertisement is to be run on a right-hand page, as shown in (c) and (f). The coupon is not so well adapted for publications printed on very cheap paper as it is for those printed on paper on which ink may be used in writing.

11. Change-of-Address Methods.—A great many mail-order advertisements do not afford room for a coupon. Such advertisements may be keyed by running a different form of address in each medium. Suppose, for instance, that the advertiser's place of business occupies an entire block. This would entitle him to use many numbers, and he could have his address in one publication read 150 Main Street; in another, 152 Main Street; and so on; or, if he is entitled to only one number, he could use a different letter in each address, as 150 A Main Street, 150 B Main Street, etc.

Some advertisers change an initial in the name, advertising in one publication, for example, as Felix A. Davis, in another as Felix B. Davis, and so on; or, if only a few mediums are used, the initial might be used in one address and dropped in the other. Other advertisers use department, or suite, numbers, asking readers to address Dept. 8, Suite 2, etc. This method of using the word department results in making some readers think that the advertiser has a department store. Another plan is that of adopting fictitious box numbers; that is, printing the address as Jones & Company, Box 110, Detroit, Michigan. The coupon in Fig. 1 (d) shows an example of box-number keying. Of course, fictitious box numbers should be used; otherwise, the method might conflict with the real box numbers of a post office.

As readers of advertisements will usually direct their letters exactly as the advertiser prints his address, any of the methods in which there is some slight difference in the address will enable the advertiser to check with fair accuracy the inquiries and the orders that a medium brings. The difference in the "pulling" power of different advertisements may also be gauged by the same method; that is, one advertise-

ment may be tried one month and the other tried the following month, each having its own key. Where coupons are used, advertisers usually put an abbreviation of the date on the coupon, and are thus able to tell not only the medium that brings in the inquiry but just which advertisement attracted the reader.

12. Catalog Numbers as Keys to Advertisements. Some firms that do not care to change the form of their names and addresses, key advertisements by means of catalog numbers. For example, they ask the readers of one publication to send for catalog 5, those of another to send for catalog 6, etc., changing the catalog number for each medium. The catalog is the same in all cases, but by having an inquirer quote the number when writing for a catalog, the advertiser is enabled to give credit to the proper medium. In the coupon shown in Fig. 1 (e), the key is "Catalog W." It is not necessary to use a coupon, however, in order to key by means of a catalog number.

#### ADVERTISEMENTS WITHOUT KEY NUMBERS

- 13. Some advertisers use no key number, but ask readers that make inquiries to be sure to mention the name of the publication in which the advertisement appeared. Publishers of magazines usually emphasize the request of the advertiser by printing at the bottom of the page their own request that readers mention the name of the magazine or paper. Many readers will do this, but there are also many that will either forget or fail to do so.
- 14. Seeking Information From Customers.—Some advertisers, on their order blanks, request the customer to state in what publication the advertisement was seen, or to mention what influenced the order. As customers will usually do this, such information will enable proper credit to be given to mediums and also show how many orders are influenced by the recommendations of old customers. Sometimes, however, the customer does not know where he saw

the advertisement; or, possibly, he may have seen it in several publications. Occasionally, a customer will state that he saw the advertisement in a medium that the advertiser has never used. In cases like this, some advertisers to whom the information about the medium is of unusual importance will take the trouble to write a personal letter, including a return postal card, in order to have the customer answer the question correctly.

#### UNKEYED INQUIRIES AND FOLLOW-UP LETTERS

15. Method of Crediting Unkeyed Inquiries .- No matter what keying system is adopted, many inquiries containing no clue by which credit may be given to the proper medium will be received by the advertiser. The advertiser may, for instance, give his address as 110 A Elm Street, Albany, N. Y., and some inquiries will be addressed merely 110 Elm Street, Albany, N. Y., or simply Albany, N. Y. Unless the advertising manager thinks it necessary to try to find out which publication caused the inquiries to be made, he should distribute the credit among the mediums he has been using. Thus, if he has a magazine on his list that regularly produces 20 per cent. of the inquiries received, he should credit that magazine with 20 per cent, of these unkeyed inquiries; if another magazine produces regularly only 5 per cent. of the inquiries, it should receive credit for only 5 per cent .: and so on.

As the reputation of an advertiser becomes more wide-spread, the proportion of keyed inquiries is likely to decrease, while the proportion of unkeyed inquiries is likely to increase. This does not mean that the advertising becomes less effective or less necessary, but only goes to show the effect of thorough advertising, of the publicity that comes from pleased customers, etc. For example, a great many people will nowadays write to John Wanamaker, Sears, Roebuck & Company, National Cloak & Suit Company, and other well-known advertisers without remembering where they saw the advertisements of these firms.

16. Method of Testing Letters and Follow-Up Systems.—It is often as important to test the strength of form letters and follow-up systems as it is to test that of mediums and advertisements. A good method of testing such letters is to send with each letter or follow-up a return envelope of a distinctive color or one with a special mark on it; then, by watching carefully for these in the incoming mail, it will be possible to credit, with fair accuracy, the pulling power of each separate piece of literature sent out. This plan may also be used to determine how long it pays to keep up soliciting an inquirer.

#### CHECKING OF GENERAL ADVERTISING

- 17. The general advertiser cannot check results with the same accuracy as the mail-order advertiser. However, he need not spend his money blindly, not knowing when it is bringing results and when it is not, as there are many ways in which the advertisements may be checked.
- 18. Checking by Means of Inquiries.—The requests made for a booklet, a cook book, a free sample, a premium for so many wrappers, or something else of this nature, will not only put the general advertiser in touch with prospective buyers and enable him to send full information about his product but will give him some idea of the interest taken in his advertisements. If the product is of such nature that persons sending inquiries about it or requests for a booklet, sample, etc. may be referred to retailers, and a report received from the retailer, a fairly good checking system can be established. As an illustration, suppose that a resident of Scranton writes to Ostermoor & Company, of New York, for particulars about the Ostermoor felt mattress. The information is sent immediately, and the inquirer is informed that a certain store in Scranton carries a stock of these mattresses. At the same time, the Scranton store is requested by Ostermoor & Company to have a salesman call on the inquirer. Thus, the report of the store on these inquiries serves as a key to results; but this is only partial,

as the advertising is likely to help the store sell many of the mattresses to persons that do not inquire direct of the manufacturer.

In using magazines and relying on requests for free books, samples, etc. as indications of the interest that the advertising is creating, the quality of these requests must be studied. Some mediums may bring many requests from people that are always sending for all the free things that are advertised, and these may not be so valuable as other mediums that bring fewer requests but which are better quality.

19. Comparison of Yearly Sales as a Check.—If the general advertiser uses newspapers, he can check results by first ascertaining what his sales have been in a certain city for a whole year and ascertaining also about how much stock is on hand in the retailers' stores in that city. Then, after advertising aggressively in the newspapers of that city and following up his advertising with the personal efforts of his salesmen, he can check up the sales made during the period of the aggressive advertising and ascertain what stock the retailers have on hand. By following this plan he will be able to get an accurate knowledge of the results.

In a general magazine campaign, such as that for a breakfast food, where the product goes to consumers from retailers everywhere, no absolute check on results can be made except by comparing the cost of a season's advertising with the season's sales.

- 20. Comparing Different Copy or Plans.—If in doubt as to the value of two kinds of copy or of two different selling plans, the advertiser may, if he uses newspapers as his principal medium, try one plan in one city and the other in another city of about the same size and having about the same class of people. Then, by comparing results, he can satisfy himself as to which plan is the better.
- 21. Effect of Continuous Advertising.—In all checking schemes, it must be remembered that thousands of people buy advertised goods and deal with skilful advertisers without

knowing exactly why they do so; that is, they could not tell, if asked, where they saw the advertisements or just what advertisements influenced them to come to the store.

A thorough investigation was made some years ago, in which thousands of women were asked why they bought certain goods. The largest number replied that they bought because continuous advertising had influenced them to believe that the advertiser and his goods were reliable; the next largest number bought because the advertisement brought to mind something that they needed; and the next largest class bought because the advertisement offered a chance to make a saving on a purchase. The result of this investigation may not be regarded as an infallible conclusion, but it argues strongly in favor of continuous advertising.

#### CHECKING OF RETAIL ADVERTISING

- 22. As a rule, the customer of a retail store comes in and buys without telling what induced him or her to come. Women may ask to see "those stockings advertised in the morning papers"; but unless they are asked what led them to the store, most purchasers give no hint; and it is not always wise for a merchant or his clerks to ask such questions. Retail advertising cannot, therefore, be checked with the accuracy that is possible with mail-order advertising. But some method of checking should be adopted in order that the retailer may know when his advertising is producing proper results and also which mediums are profitable. There are several methods by which this may be done.
- 23. Checking by Means of Daily or Weekly Sales. In order to illustrate how the results of retail advertising may be checked, suppose that the average Saturday sales of a men's furnishing store in May of past seasons amount to \$150 without any special advertising effort being made; also, suppose that in May of a new season \$15 worth of space is used in an afternoon paper on Friday and in a morning paper on Saturday, advertising special offers for Saturday.

If the sales on Saturday reach a total of \$275, and those on the following Monday and Tuesday show an increase over the normal Monday and Tuesday sales at that season, the effect of the advertisement may be gauged with reasonable accuracy.

The call for the articles featured in the advertisement does not indicate the full strength of the advertisement by any means. For instance, suppose that the men's furnishing store advertised at 18 cents a very large stock of hose of the regular 25-cent quality. These goods may be sold at cost in order to offer a bargain that will draw a crowd. But many of those coming in the store will see shirts, cravats, etc. that they want, and may buy their season's supply of such furnishings. Therefore, the advertising should not be credited with only the hose sales, but should, as already suggested, receive credit for all sales above the normal day's total.

- 24. Advertising a Special in One Medium.—The value of a medium can be determined to some extent by advertising a special in that medium and by keeping account of the results. A crockery store, for instance, may advertise a cut-glass special in just one newspaper. The sale of this special should be credited to that paper; but undoubtedly some persons that come in to buy the cut-glass bargain will also buy other things at regular prices, and a part of the day's regular sales must also be credited to the medium.
- 25. Coupon Offers.—Some retailers adopt a plan like that illustrated in Fig. 2 for testing the value of a medium. This coupon was placed at the bottom of a grocery advertisement. Every person bringing in the coupon to the advertiser received a reduction of 25 cents on a purchase of \$1 worth of tea or coffee. The result showed plainly that the advertisement in that particular medium received much attention, but it was not a complete check, because many customers that brought in the coupon purchased other things besides tea or coffee.

- 26. Offers of Free Articles and Trading Stamps. Still other methods followed by retailers in order to check advertisements are offering some article of small cost free to those who bring in the advertisement or mention it, giving an extra number of trading stamps, and so on.
- 27. Difficulties Encountered in Checking Retail Advertising.—It is obvious that none of the methods described give full credit to the mediums employed for the advertising. A store might expend \$250 in special advertising, and the immediate sales that could be safely credited to the publicity might indicate that the advertising cost was

## 25 Cents' Worth of Tea or Coffee FREE

Just cut out this coupon now and bring it to any one of Clarke Brothers' six stores during the month of August. Use it in buying 2 pounds of tea at 50 cents a pound, or 4 pounds of coffee at 25 cents a pound. Pay the clerk only 75 cents in cash. This coupon is

Good for 25 cents during August

Fig. 2

20 per cent. of the total sales, when the advertiser might feel that the advertising cost should not exceed 10 per cent. But if, in this campaign, he has gained a number of customers that will afterwards give him voluntarily all or part of their trade, in the long run the advertising expense will come well within the cost limit he has fixed.

It is well to remember that where window display supplements the advertising, it must receive credit for its share of the work; but this credit can only be approximated.

28. Some retail or local advertisers find checking much more difficult than others. A savings bank, for instance,

unless it makes a practice of asking a depositor what induced him to open an account, will not find it easy to ascertain what results the advertising is bringing. Of course, if a bank, in 6 months of advertising, opens a larger number of new accounts than in another 6 months when no advertising is done, it is safe to credit the advertising with a good share of the increase. If the bank in its advertising offers to give a home-savings bank to those making deposits, the requests for that bank will give some idea of the interest taken in the publicity.

However, in the case of a piano dealer, just because people that come in do not say, "I saw your advertisement in the Sun yesterday and want to buy a piano," he should not conclude that his advertising is bringing him no returns. If he is keeping himself before the public with sensible advertising, he can be sure that his store will be remembered by a proportion of the people that decide to look into the matter of buying a piano. Such articles as pianos are sometimes, but not always, bought on the spur of the moment. If a piano dealer succeeds in making the right impression on the public, he is sure to get results, although they may not come immediately.

#### RECORD SYSTEMS FOR CHECKING

29. Where advertising is placed through an agency, it is customary for the agent to check all advertising that he orders for his client, to see that insertions are given as ordered, etc. The agent charges the advertiser for the cost of the space and for incidental expenses; the advertiser pays the agent, and he pays the publisher. Where the agent orders the advertising, the publisher looks to the agent for payment—not to the advertiser.

Many general and mail-order advertisers, in spite of the fact that the agent checks insertions, maintain their own files and require every publisher with whom they deal to send a marked copy of each issue containing their advertisements. Having such a file, these advertisers check all bills received from the agent before paying them. Retail advertisers do

not find it necessary to require marked copies, although department stores and other large retailers often have publishers furnish several file copies.

The advertiser should, of course, have his own checking files for keeping a record of the cost of advertising, the contracts and reservation of space with the various mediums, the results obtained from each medium, etc. This can be easily done by using one of the many excellent card systems or loose-leaf binder systems manufactured especially for that purpose.

- 30. In Fig. 3 is shown a specimen card. This card is made out for each medium, giving the name, the address, the space used, and the cost, together with other data necessary for a complete record. This card may be used for either daily, weekly, or monthly publications. Each time that the advertisement appears as ordered, it is checked off in the column following Position. When properly filled, the card shows a complete record of all insertions. On the back of the card is a continuation of the form. These cards are filed between alphabetical guides, according to the name of the medium. Record cards such as these are made in great variety to suit the needs of the various lines of business. This particular form is designed for a mail-order business, and has columns that would be useless to a retailer or to some general advertisers.
- 31. In Fig. 4 is shown an example of a much simpler card that usually answers the retailer's purpose. Of course, if a retailer uses only one or two mediums, he has little need for a record system.

Fig. 5 shows how a plain card may be utilized by a mailorder advertiser that is using only a few mediums and is running advertisements that make direct sales. A mark is put on the card for each order received. Every fifth order is indicated by a mark placed diagonally across the preceding four; this plan makes it much easier to count the total number of sales. The chief fault of a record like this is that it does not show whether the advertising of one month does

| NO.         |            |              |           | KEY                                   |  | REMARKS  |  |  |  |  |  |  |  |  |   |  |
|-------------|------------|--------------|-----------|---------------------------------------|--|--|--|--|--|--|--|--|--|--|---|--|
|             |            |              |           | AMY, BILL INQUINIES ORDERS SERVY NETD |  |  |  |  |  |  |  |  |  |  |   |  |
|             |            |              |           |                                       |  | 4  | 2 2 2  |  |  |  |  |  |  |  |   |  |
|             |            | TERMS        | DISCOUNTS |                                       |  | ORDERS   |  |  |  |  |  |  |  |  |   |  |
| ADDRESS     | OURESS     |              |           |                                       |  |  |  |  |  |  |  |  |  |  |   |  |
| AD          |            |              |           |                                       |  |  |  |  |  |  |  |  |  |  |   |  |
|             |            | AMT.         | E .       |                                       |  | 7  |  |  |  |  |  |  |  |  |   |  |
|             |            | AMT.         | RA        |                                       |  | POSITION   | The same and the s |  |  |  |  |  |  |  |   |  |
|             | MADE THRO. | SIZE OF COL. |           |                                       |  | And the second of the second o |  |  |  |  |  |  |  |  |   |  |
| z           |            |              |           |                                       |  | P 8 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0  | -  |  |  |  |  |  |  |  |   |  |
| PUBLICATION |            | DATE         | PUBLISHED | FORMS CLOSE                           |  | INBERTIONS   |  |  |  |  |  |  |  |  | , |  |
| 300         |            |              |           |                                       |  |  |  |  |  |  |  |  |  |  |   |  |

| PAPER         |         |
|---------------|---------|
| CONTRACT MADE | EXPIRES |
| SPACE         |         |
| NO. COLUMNS   |         |
| RATE          |         |
| TO BE PAID    |         |
| REMARKS       |         |
|               |         |
|               |         |
|               |         |
|               |         |

FIG. 4

better than that of another, but merely shows the total number of orders received through one medium. This kind of record should be used only where the advertisement makes the sale—where there are no inquiries for further information. Where there are inquiries to be turned into orders, the record should show both the number of inquiries and the number of orders.

32. Stock forms can be purchased in both cards and loose-leaf systems to suit many kinds of businesses, and the manufacturers of such systems will prepare to order any particular forms that may be desired. In Figs. 6 and 7 are

|                       | 8 lines classified cols Began       |
|-----------------------|-------------------------------------|
| Munsey's              | Oct. 1907 \$20 gross insertion      |
| . /                   | Key 50                              |
| orders.               |                                     |
| און ועא וואן ואון און | HAY HAY HAY HAY HAY HAY MAY MAY MAY |
| M M II                |                                     |
| IN TOU II             |                                     |
|                       |                                     |
|                       |                                     |
|                       |                                     |
|                       |                                     |
|                       |                                     |
|                       |                                     |
|                       |                                     |

Fig. 5

shown examples of complete stock forms for a loose-leaf record system.

The upper entries on the form shown in Fig. 6 are made at the time the orders for advertising are placed. The other columns are filled out later. A separate sheet is kept for each publication, and there are enough blanks on the sheet to record a year's advertising in a monthly magazine. These forms are filed alphabetically in a binder, according to the names of the publication, and small, movable metal markers are used as indexes to show in which months the contracts expire.

| Jan.                         | Peb.  | ar.  |  | lind   | May                    | -   | June | -    | July | _   | ·žn                 | 1         | 200    | Oct. |      | Nov. |      | Dec.   |
|------------------------------|---|--|--|--|------------------------|-----|------|------|------|-----|---------------------|-----------|--------|------|------|------|------|--------|
|                              | . mo.   | Se m   | 0. 100   | 6 hages one year April                         | BHLL<br>PAID M         |     | , i  |      | 5    |     | June 6 Aug.         | July 5 cm | -      | 0    |      | N    |      | ă      |
| 3                            | 7   | we   | 8  | pan  | BILLS<br>O. K'D.       |     |      |      |      |     | 1                   | 7         |        |      |      |      |      |        |
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| ten                          | FORMS   | 3,07   | 80,  |  | COST OF<br>EACH        |     |      |      |      |     |                     |           |        |      |      |      |      |        |
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| PUBLICATION Brown's Magazine | REPRESENTATIVE D. J. Madison, Brunswick add, H.F. FORMS CLOSE 5th Me. mo. | GROSS RATE \$ 100 hade                         | \$90+ 1090 ags. carr 1899. WINTH OF COL /6 NICES | COOCH NET RATE \$ 94.05 bq. CIRCULATION 90,000 | KIND OF AB. SPACE      |     |      |      |      |     | Bit case 16, 9405 5 | Dook 1/2  | Chair  |      |      |      |      |        |
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| PUBLICA                      | REPRESE   | GROSS R  | \$90+  | Cook<br>NET RATE                               | 190                    | JAN | FEB. | MAR. | APR. | MAY | 1907                | JULY      | AUG.   | SEP  | oct. | NOV. | DEC. | TOTALS |
|                              |   | -  |  |  |                        |     |      |      |      |     |                     |           |        |      |      |      |      |        |
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| PUBLICATION BY SPACE USED PLA  | 190 1 2 3 4                               | JAN. | C Fee. | ) MAR | APR. | MAY | JUNE 2      | יותר / / י | AUG   | SEPT | Ост. | ) | DEC. | TOTAL NUMBER OF INQUIRIES | REMARKS |  |

33. The form shown in Fig. 7 is used for keeping a record of the inquiries that result from advertisements. A separate leaf is made out for each advertisement. Space is provided for recording inquiries for an entire year. This form will at any time show how inquiries from any particular advertisement are coming in. At the end of the season (most advertisers compile their statistics during the summer), these figures may be transferred to the form shown in Fig. 6, which, when the items are all run out, show whether an advertisement has been good or poor, exactly how much more one advertisement has done than another, what percentage of inquiries have been turned into orders, at what seasons of the year the advertising has been profitable, etc. This information is extremely important to the advertiser.

When such a record is kept, there is no guesswork. It prevents the continuing of advertisements in a medium that does not pay. While fairly complete statistics cannot be compiled until the end of a season's advertising, a recapitulation should be made every month, so as to show the returns to date. These monthly recapitulation sheets will enable the advertiser to cut off some mediums that make a poor showing. In the original, the forms shown in Figs. 6 and 7 are 5 in.  $\times$  8 in. in size.

The form for keeping the record of sales is not shown here. This third form consists of a sheet that is made out for each inquirer. On it are recorded the name and address of the prospective customer, the source of the inquiry, the kind of follow-up matter sent, the orders received from him, etc. The total of sales from this third form is transferred at the end of the season to the form shown in Fig. 6, in order that the proper medium may have credit for all sales it has produced. The columns headed Bills O. K'd and Bill Paid in Fig. 6 contain entries, but where, as in this case, the space is bought through an agency, the receipted monthly bill from the agency is ordinarily a sufficient record. Of course, the adding of the data to a record like Fig. 6 makes the sheet comprehensive.

#### MISCELLANEOUS POINTS FOR ADVERTISERS

34. Attitude Toward Competitors.—As a general rule, it is best in advertising to let competitors or would-be competitors alone, or at least to refrain from making any direct attacks or comparisons. The public may be attracted by a "scrap" between two stores, but a controversy or a belittling comparison carried into print is undignified and will likely hurt the one leading the attack as much as the one against whom it is directed.

Sometimes an attack on a competitor does him no harm, but merely arouses public interest in what the competitor is offering. Thus, the advertiser making the attack is spending his money to sell his competitor's goods.

35. It is occasionally necessary, however, for a retailer or a general advertiser to take steps to prevent cheap imitators from cutting into his trade. In such cases, without making any direct attack, the advertiser may warn possible purchasers against substitutes and imitations, state that he has no connection with any other store of the city, etc. The success of the International Correspondence Schools, for instance, has been the cause of many weak attempts at conducting correspondence schools. Would-be competitors have rushed into the field with no experience in teaching by correspondence, and have attempted to gain favor with cheap, hastily prepared courses that they advertise to be as good and as comprehensive as those of the International Correspondence Schools. In the purchase of a correspondence scholarship, the purchaser does not always have a chance to see what he is buying until after the bargain has been closed. Therefore, in order to protect those who do not know the superiority of the courses of the International Correspondence Schools, this firm has been forced to publish and send out a pamphlet entitled, "I. C. S. Courses vs. Cheap Courses," in which, without calling any other school by name, the prospective purchaser is warned about what he may expect if he purchases a cheap course.

36. Methods of Dealing With Solicitors.—The advertising manager of a large company will be asked to give up much of his time to various solicitors that think the advertiser should do business with them. Let it once be known that a large appropriation will be expended—such news spreads quickly—and the advertiser, his advertising manager, or the advertising agency handling the account, should there be one, will be besieged with solicitors and soliciting letters.

Naturally, there is a limit to the time that can be given up to these solicitations, but the advertiser and his manager will be injudicious to ignore all solicitors. No advertising man is perfectly familiar with the facts regarding all mediums. Often, after a list of mediums has been made up, some facts are uncovered that make it expedient to change the list; and the solicitor may be the man that will contribute this information. He may have knowledge of the experience of some other advertiser marketing a similar product, and may be able to save the advertiser from making some costly mistake. The capable solicitor should be given a chance to talk and tell anything that he knows. Many of these advertisementcontract solicitors are men of good advertising ability and experience, and while a busy advertising man should not permit too great an inroad to be made on his time by solicitors with whom he does not feel that he can do business, he should not take an extreme position and refuse to see all solicitors.

The man that comes in to solicit for a medium of little or no value to the advertiser must be dismissed with as much tact as possible. Some of these solicitors represent societies and organizations of various kinds, and it is not good policy to be harsh. A resourceful manager can always give a logical reason for not taking space in the medium.

37. Continuous Advertising.—While a large proportion of advertisers reduce their regular amount of advertising space during the summer months, some do not, because summer for some is the best season of the year for running advertisements of summer resorts, schools, sporting goods, and various other things.

The main reason for not using the full amount of space during the summer months is that many persons are away from home on vacations and trips; also, during this season, owing to the facts that the evenings are short and that people remain outdoors most of the time, they do not read so much as they do in winter. The advertising columns of the newspapers and magazines contain more advertisements in the spring and the fall than at other times; during June, July, and August space is reduced. There are many magazine advertisers that begin their heavy advertising with September, skipping December and January, on account of the holiday season, then continuing heavy advertising until June again, and either running small advertisements or discontinuing altogether during December and January, and June, July, and August.

At present, this cutting down of space is not so marked, as it was at one time. The larger stores now keep up their advertising fairly well during the summer, although they do not use so much space as in the spring or the fall. The progressive merchant reasons that he cannot afford to drop out of public notice. Even during the warmest weather, there are always thousands in town that are not on their vacations, and there are many that are preparing to go and will be buying supplies; also, there are always some people returning and they need new things. Then, too, when other merchants are cutting down space or ceasing advertising altogether, the advertiser that keeps up his publicity work attracts greater attention.

Of course, in the general and mail-order fields, if results show that summer advertising is done at a loss, it is wise to cut down space or to drop out altogether for a month or so. Whether heavy summer advertising will be profitable, depends on the character of the article. Lists have been made up, showing the various kinds of merchandise that are particularly well adapted to summer advertising; and these lists are much longer than one would imagine them to be.

It is obvious that summer is not the best season for exploiting an article like mince meat. An advertiser of an article of this class does well to concentrate his advertising in the fall months and around the winter holiday season.

38. There is one principle that the advertiser should keep in mind when thinking of cutting down space or discontinuing; that is, that most advertising has a cumulative effect. When the goods are in the public eye, as it were, it requires less advertising to keep them there than if the advertising is discontinued and the publicity work has to be started all over again. There have been many cases where discontinuance of advertising resulted in people getting the habit of going to some other store or of buying some other article, and where the loss of trade lead to the advertiser's failure. Therefore, while space may be reduced or perhaps discontinued entirely for a brief period, it would be unsafe to discontinue advertising for a considerable length of time.

Such an article as a patent medicine cannot be advertised to the best advantage just at the Christmas season, because the minds of people are bent too much on buying holiday goods; but the advertiser of a fountain pen, a safety razor, and thousands of other articles can insert special Christmas advertisements, and thus turn the season to advantage rather than let it interfere.

Such infrequent events as declarations of war, deaths of presidents, etc. turn public attention away from the advertising pages, and the advertising manager is wise to refrain from doing extensive advertising during such times.

39. The argument for continuous advertising should not be construed to mean that every retailer and local advertiser should advertise daily. There are retailers that do well to advertise daily—those who sell the things that people are likely to need any and every day. But there are other

advertisers for whom daily advertising is not necessary, who do better to insert advertisements only two or three times a week. The question of how often to advertise cannot be answered in a general way, but must depend on the product, the class of prospective purchasers, and other conditions. The advertiser of a certain patent medicine sold only to women never advertises on Monday, because Monday is usually wash day, and he thinks that women are less likely to read the newspaper on that busy day.

To decide whether a given advertiser should use a 4-inch, single-column advertisement every day or a 4-inch, double-column advertisement three times a week, requires judgment as well as a careful study of the problem. Often such questions can be decided with certainty only after making a careful test of the results obtained by two or more plans.

40. Advantage of Changing Copy.—Retail, general, and trade-paper advertisements should be changed frequently. A good rule with these three classes of advertisements is never to repeat the same copy in successive issues of a publication. Even if an advertisement is particularly good, it is better to change copy and repeat the particularly good advertisement later. Some advertisers make up advertisements in series and send the copy to publishers with instructions to give each advertisement one insertion and the reason for changing copy is that retail and trade-paper advertisements usually appeal to a restricted body of readers, and the appearance of the same advertisement in successive issues of a medium is likely to become monotonous.

A traveler is likely to notice a milestone on a strange road the first time that he sees it. If, however, he travels that road day after day, he is less likely to pay attention to the stone the second day, and still less likely to notice it the third day. If the milestone were changed in appearance every day, it would probably command continued interest. The same principle applies to advertisements. While the general advertisement does not appear before a restricted

body of readers, it is frequently so large and appears in so many mediums that it would necessarily be stale to many thousands if inserted two or more times in succession.

It is true that in the early days of advertising, many general advertisements were inserted continuously without change; and a very few are today. But the fact that the advertisers were successful does not prove that the practice of running just one advertisement without change is best. The bare name of the product, especially if it is an attractive name, has some advertising value; and if an advertiser had great capital, he could make his product thoroughly known in time by simply advertising the name alone. But it cannot be successfully denied that an advertisement that tells the prospective buyer something about the article, that gives some reason for buying, and that is changed often enough to make it new and interesting each time will accomplish the same result with an expenditure much less than that required by the other method.

An effective idea may be repeated in a slightly modified form. The publishers of the New International Encyclopedia, having found the first advertisement of "The Man Who Knows" an effective one, ran a series of advertisements with "The Man Who Knows" as the central feature of each. In this way, the interest was continued connectedly from one advertisement to another, while at the same time each of the series had some interesting new feature. Those who saw one advertisement were likely to feel more interest in the following advertisement.

41. An exception to the general rule about changing copy must be made occasionally in mail-order advertising. Mail-order advertisements are often small, deal with some article of interest to only a special class, and reach such a large and changing body of readers that they do not grow monotonous. Frequently, after an effective advertisement has been prepared, it may be used profitably for a long time—sometimes for a year or more—without change of copy.

Some mail-order advertisers have old advertisements that,

in spite of the fact they have been inserted many times, continue to bring more results in proportion to cost than new copy. When a mail-order advertiser finds that he has such an advertisement, he, of course, does well to use it until its power appears to be weakening. This exception applies more particularly to small mail-order advertisements than to the large and extensively circulated ones.

- 42. Number of Insertions Required for a Test. Sometimes, a single insertion of an advertisement is sufficient to test its power. In the magazine field, however, the consensus of opinion is that it requires three insertions to test the worth of a medium or of a selling plan. advertisements are of such character that the reader does not at once make up his mind to inquire or buy. The second or third appearance of the advertisement may increase his interest, or desire, and cause him to act. All three insertions of the advertisement need not, however, be the same copy or occupy the same amount of space. It is much better, as a rule, in making a three-insertion test to change copy and possibly to change the amount of space, in order that not only the medium but the copy may be tested. The same advertisement appearing three times in succession may become monotonous and be skipped by the reader. change of copy lends new interest.
- 43. Preparedness in Beginning Advertising Campaigns.—Many advertising campaigns are made less effective by proceeding too hastily; that is, by inserting advertisements before the proper printed matter has been prepared, before the correspondence department is ready to do its work, or before the goods are ready for shipment. Delay in giving an inquirer information always lessens the chance for an order. Even when printers are apparently given plenty of time to do the work, some extension is frequently necessary on a catalog job of any size. It is therefore better to be sure that that the whole advertising machinery is ready to move smoothly before spending large sums for space.

44. Methods of Keeping Away Undesirable Inquiries.—Most general and mail-order advertisers follow the plan of sending their catalogs, samples, etc. free to inquirers. In rare cases, however, advertisers receive a great many inquiries from persons that are not prospective customers, but write merely to get the catalog, the sample, or whatever else the advertiser happens to send out free. In such cases, it may be advisable to state in the advertisement that a sample will be sent for 10 cents, or that a catalog will be sent for 2 cents or 4 cents in stamps, as the case may be. This will keep away inquiries from those who are always looking for "something for nothing" and on whom the advertiser would be wasting his time and expensive matter.

An advertiser should not decide too quickly to charge for catalogs or samples, because this method might make him lose some good inquiries. Sometimes, advertisers of business articles can follow the better plan of offering to send samples free to all those who write on their own letterheads, or to those who write on the letterheads of their companies and tell what positions they hold. This plan will prevent office boys from receiving expensive samples and catalogs prepared for only purchasing agents, managers, or proprietors.

45. Records of Printed Matter.—In cases where a great deal of printed matter is used, it is advisable to give each piece of printed matter a form number, and, also, such data as B25-12-08-5m, may be printed in small type in the lower corner of a job. This will show at a glance the form number, the date, and the amount printed. The notation just given means that the form number was 25 for a certain department, and that a supply of 5,000 copies was printed in December, 1908.

The advertising manager will find it convenient to paste samples of all printed matter in a large scrap book or on separate sheets cut to fit a vertical file, and to record on the same page or sheet a memorandum of the cost of the job. Simple records of this kind will do away with looking up orders and bills.

As enormous quantities of printed matter are often used, it is advisable to store each lot in a special place and to insert something—a red slip will do—at the proper place in the stock as a warning that a further supply should be ordered. Large advertisers usually keep a careful record of all stock and do not allow their printed matter to get lower than a 3 months' supply. The record system in such cases will show just when each part of the stock was sent out, to whom it was sent, etc. As delays are frequent in printing work, it is better to order a new edition of a catalog too soon rather than be out of stock for several weeks.

#### 46. Need of Courage and Patience in Advertising. The advertiser that hopes to become successful needs to have both courage and patience-courage to carry out convictions when it means the quick expenditure of large sums of money, and patience in waiting for the result. Few advertising ventures are instantaneous successes. returns from an investment in any kind of advertising space are often disappointing rather than encouraging. ularly is this true in the general and mail-order fields. In the retail field, a good advertisement may be inserted, and in a short time at least some results will be apparent in the store, although the advertising will also have a cumulative effect that will not be apparent for some time. In the general field and the mail-order field, results do not usually come in so quickly. In the mail-order field particularly, inquiries and orders will come in for months and even years after the advertisement has appeared, and many advertisements that were at first thought to be poor investments have more than paid in the long run. Magazines of the better class, trade publications, religious and agricultural papers, etc. are kept by readers for a long time, and they bring occasional inquiries for many years.

No advertiser need expect to acquire a reputation like that of Wanamaker, Larkin & Company, or Montgomery, Ward & Company with a few advertisements or with one aggressive campaign. In this busy day, people have a great deal to think about. An advertisement that makes a slight impression may be forgotten in a month or so if no more advertisements of the same kind appear. The shrewd advertiser will, of course, proceed as judiciously as possible, but he will not give up because he makes some mistakes, nor become discouraged because progress is slow, nor cut off his advertising when he sees that success is certain.

- 47. Value of Alertness.—The advertising manager must be always alert for anything that may be turned into good advertising for his firm. For instance, in the daily newspapers a short time ago there appeared an item about the finding in Alaska of a mail sack that had been lost in the snow 6 years before. In the sack was a watch that had laid there for six cold winters, but it began to run and to keep perfect time the minute it was wound. Here was an opportunity for some watch manufacturer to ascertain that it was his watch and to get up a timely advertisement. Such a clipping could be reproduced in an advertisement. The advertiser of the rubber heels worn by the winner of the Marathon race in England in 1908 was quick to make use of the incident, to reproduce the photograph of the runner and his advice about wearing rubber heels.
- 48. In Fig. 8 is shown how an editorial mention of a new feature of a railroad was seized by the advertising manager of that concern and used to advantage. This advertisement is unique and it is as excellent as it is unique. In Fig. 9 is shown another example of an advertisement of this kind. This advertisement would have been stronger with a better arrangement of the heading, The Loss; the Remedy is the Protectograph.
- 49. A writer in one of the advertising magazines emphasizes this "news-advertisement" idea well in the following paragraphs:

"When a manufacturer secures an important court decision, he usually has the basis for a genuine news advertisement and should utilize the material as one of the New York department stores has done during the progress of its suit

# The Tribune

TUESDAY, FEBRUARY, 28, 1905.

"WIDER, LONGER, HIGHER "BERTHS.

A Certain railroad has put out an advertisement that ought to proye—a gold mine to its coffers. It says that the berths in its electronic cars are "wider, donger, and higher than the berths in similar cars of other lines." Everybody of medium height and over who reads that advertisement will be apt—to patronize this particular life when going between Here City and Thereville) the two points which, as is well known, the road with the big berths connects. For what stronger inducement could be offered to the unhappy night traveler than "wider, longer and higher" berths?

Thicago, Milwaukee & St. Paul Railway

Berths-6 feet 3 inches long!

St. Paul
Minneapolis

The Pioneer Lmited leaves Union Passenger Station, Chicago, 6.30 p. m. Arrives St. Paul 7.25 a. m.; Minneapolis, 8.00 a. m. Leaves Minneapolis 8.00 p. m. and Union Station, St. Paul, 8.35 p. m. Arrives Union Passenger Station, Chicago, 8.55 a. m.

F. A. MILLER, General Passenger Agent, Chicago

FIG. 8

against the association of book publishers. The latter are trying to prevent the selling of current novels at cut prices. This store celebrates each decision in its favor with a cut-price sale of books. The decision is made the leading theme of the advertisement—the news interest—instead of reduced prices.

"When the Pure-Food Law was finally passed, the bottlers of Mount Vernon Rye Whisky came out with a picture of the characteristic square bottle associated with that brand, and the information that "It's Square!" and that no change in Mount Vernon Rye was made necessary by the new statute. This was an old fact told in a newsy way.

"When White Rock came out in the New York dailies the morning after the Southern Society's dinner, stating that this water had been used, it was a piquant bit of news advertising.

"If a bank swindler were caught today through detection by a safety paper or similar device, the safety-paper company would have material for a real news advertisement tomorrow morning."

The National Cash Register Company has secured much valuable publicity through the magazine articles that have been written about the welfare work that the company carries on for the benefit of its employes, its library, the luncheon that it serves for only 5 cents to the young women it employs, the prizes it gives for yards that are kept best, etc.

The Natural Food Company, of Buffalo, has also secured a great deal of publicity of this kind. Having a model factory, this company makes a specialty of showing visitors through the plant and demonstrating how clean and healthful shredded wheat is. It is possible for even the small retailer to get some general publicity by offering a cup for some competition, heading a popular subscription or movement, etc.

50. Method of Getting Free News Items.—When the employes of an advertiser are given an entertainment, a picnic, or an excursion, the local papers are usually pleased to insert a news item about it. In the case of an excursion,

## THE LOSS

THE REMED 10 Draft Raised to

Warren, described as a member of the notorious Knox-Whitman gang of forgers, was arrested yesterday. charged with passing upon the German-Ameri-can Bank of Buffalo a draft that had been raised from \$10 to \$10 000. original draft was issued by the German-American Pank of Sydney. Ohio. In the Buffalo Enquirer's account of the same transaction, it is stated that the draft was of the simplest charac ter, except it was printed upo

is

You cannot tell when the same thing will happen to your checks or drafts; can you? You can rest assured that it never will happen, though, where the Pro-

tectograph system is used. It stamps an unalterable line like this:

NOT OVER ONE HUNDRED SIXTY SIGOS

There is only one Protectograph and its price is \$30.00.

Interesting booklet free on request.

G. W. TODD & CO. Exchange St., Rochester, N. Y. the advertising manager should mail complimentary tickets to the papers as a hint for an item.

If something unusual happens in the store, a little account of it may be written and sent to the newspapers. If, for instance, the proprietor plans to open a restaurant in his store for the benefit of his patrons, and his store is the only one in the city to have such a feature, this would be a news feature of much interest to the public; it is not likely that any of the papers of a city would refuse to publish the item. While such an item would make no apparent effort to advertise the store, it nevertheless would present a good reason for shoppers to go there. Items about plans for a new building, interesting incidents in the store, etc. are usually welcomed by newspapers if written in a newsy style. Publishers do not charge advertisers for publishing items of real news.

Other advertisers besides retailers can get valuable publicity out of news items. For instance, in a contest conducted by the advertisers of Peter's milk chocolate, the first prize of \$100 was won by a student of the International Correspondence Schools, Mr. E. D. Williams, of Nutley, New Jersey. As there were 12,000 contestants, this argued well for the excellence of the Advertising Course of these Schools. Accordingly, the item shown in Fig. 10 was written and sent to all the advertising journals.

While the name of the Schools was mentioned, nevertheless the item was of real interest in the advertising world, and the fact is that the three advertising journals to which it was sent published it without changing a word. The item as published really created a more favorable impression of the school of advertising than a number of obvious "write-ups" would have done, for the impression of the superiority of the instruction was made unconsciously. This is just an example of the high-grade "press-agent" work that an advertising man can do.

51. News items are not published as "free puffs" for the advertisers, but as legitimate news, of interest to the public. An advertiser has no control over the insertion of such items

in the paper, except that he can see to it that the editor or a reporter is advised of every event connected with his store that might interest the public. For instance, if a carpet store has a window display of the method of making Turkish rugs, the dealer could write up a little story of the life and habits of rug makers in their native country, incidentally mentioning the window display. It should not be made to read like a puff. Many advertisers seem to think that an item is of no value unless it praises their business, but, as a

#### Students Win in Peter's Milk Chocolate Contest

In the recent contest conducted by the advertisers of Peter's Milk Chocolate, E. D. Williams, Nutley, N. J., a student of the International Correspondence School of Advertising, won the first prize of \$100, and H. M. Dodge, 161 Devonshire Street, Boston, Mass., another I. C. S. student, won the fifth. In sending Mr. Williams the check for \$100, Lamont, Corliss & Co., the selling agents of Peter's Milk Chocolate, wrote:

of Peter's Milk Chocolate, wrote:

"You showed a remarkable breadth of conception, a real advertising insight. Your keen analysis of the various points of excellence and the lucid, terse statement led the judges to appreciate at once the superiority of your answer. You will no doubt be interested to know that there were more than 12,000 contestants, and that the committee awarding the prizes was composed of the heads of two great publishing houses and an advertising expert. The judges were unanimous in awarding the first prize to you."

Fig. 10

matter of fact, such praise makes it almost valueless, because the readers of the paper suspect it to be an advertisement. The news items that are really helpful are those which mention the store or business as if it had a recognized standing with the public, or those which give some interesting facts about some feature of the store or class of goods handled that are likely to arouse interest in the business. In Fig. 11 is shown a good example of a news item that is also a good advertisement.

vallee hopin hopin 2. ubert Vineland, Cal., writes as follows: "Four years ago female troubles and ery C

#### ANOTHER HONOR FORSCRANTON Schriever's Bridal Pictures Capture

the Slater Trophy.

Maryland and Delaware photographers'

West

nir Grieg owski .Raff

aozart k.

łK

2-

One

convention, which closed its session at Harrisburg, June 5, placed the stamp of its approval on the work of Scranton's popular photographer,

Pennsylvania.

Schriever.

Mr. Schriever's exhibit, consisting mainly of bridal portraits, was awarded the Slater trophy, a half-tone reproduction of which is here shown.

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> was son, up ulkretinin

This handsome gold and silver loving cup is on exhibition at the Schriever studio.

Scrantonians have become accustomed to Mr. Schriever's prize-winning proclivities, but this new honor will be none the less gratifying to his wide circle of well-wishers.

Fig. 11

across will b

tion a AV entire above upon by an briun

Virginia.

J,

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#### COPYRIGHTS

52. Definition.—The exclusive right granted to authors, composers, and the like, to print, publish, sell, and derive the profits from their intellectual productions, for a limited period, free from the interference or infringement of all other persons, is known as copyright. It is purely a statutory privilege founded on the natural right of every man to reap the fruits of his own intellectual efforts, and relates only to the time when the author has published the production. Until then, copyright law has no application; for the author of unpublished manuscript has a common-law property in his productions that will be protected. The natural right that every person has to his ideas ceases when he publishes them to the world, unless he secures a copyright. The only exception is in the case of addresses, etc. not intended to be published; these may be copyrighted, though never published.

Specifically, copyright differs from literary property. Literary property is the exclusive right of the owner to possess, use, and dispose of intellectual productions—is the commonlaw ownership of the original work; whereas, copyright is the statutory right to make all copies of it that shall be made for a term of years. The common-law rights of an author to his unpublished manuscript have not been abrogated by the copyright statutes; for wanton infringement of his rights, exemplary damages may be given. Private letters are embraced within this principle, for although the receiver has a qualified property in them, the right to object to their publication remains with the writer, although the addressee may publish them for the purpose of justice publicly administered, or to vindicate his character from an accusation publicly made.

53. Persons Entitled to Copyright Protection. The persons entitled to copyright protection in the United

States under the statutes, are the author, the inventor, or the proprietor of the things subject to copyright, and the executors, administrators, or assigns of any such person. The privilege is extended to foreign as well as to resident authors, provided the foreign author is domiciled in the United States, or otherwise in case the laws of his country accord to American authors substantially the same copyright privileges as are conferred on their own authors.

An author, an inventor, or a designer, within the meaning of the law, is any person that produces an original work by the result of his own intellectual labor. The work need not be wholly original. It may give evidence of familiarity with some production without forfeiting its right to be deemed original. A familiar instance is the compilation in a new and original form of material common to all writers.

54. Articles Subject to Copyright.—The articles subject to copyright, under the United States copyright laws, include books, periodicals (newspapers, magazines, etc.), maps, charts, dramatic compositions, musical compositions, engravings, cuts, prints, photographs, or negatives thereof, paintings, drawings, chromos, statuary, and models or designs intended to be perfected as works of the fine arts.

Articles that are not subject to copyright, under the United States laws, are: Advertisements (see Art. 55), advertising devices, advertising novelties, blank agreements, blank cards, blank forms, blank price lists, book covers, bonds, borders, buttons, business names, contracts, coupons or coupon systems, cuts for advertisements (see Art. 55), cuts for articles of advertisements, devices, decorative articles, dollar advertisements, drafts, emblems, engravings of manufactured articles, envelopes, flags, ideas, labels, letterheads, mechanical devices, memorandum books, mere words, names, or phrases, business names, coined phrases, names of articles, names of companies, names of corporations, names of products, note headings, promissory notes, novelties, passbooks, patterns, postal cards, record books, signs, stamps, systems, tablets, tickets of any kind, titles as such, titles of

newspapers, titles of series, trade marks, or wrappers for articles to be sold.

55. Entering Copyrights in Patent Office.—The Act of June 18, 1874, amendatory of the copyright law, provides that in the construction of that Act the words "engraving, cut, and print" shall be applied only to pictorial illustrations or works connected with the fine arts, and no prints or labels designed to be used for any other articles of manufacture shall be entered under the copyright law, but may be registered in the patent office. The Commissioner of Patents is charged with the supervision and control of the entry or registry of such prints or labels, in conformity with the regulations provided by law as to copyright of prints, except that there shall be paid for recording the title of any print or label, not a trade mark, six dollars, which shall cover the expense of furnishing a copy of the record, under the seal of the Commissioner of Patents, to the party entering the same.

It will be seen, therefore, that certain engravings, cuts, and prints, while not registerable under the copyright law, may be registered in the patent office. The law divides all copyrightable engravings, cuts, and prints (including lithographs and chromos) into two classes as follows:

- 1. (a) Pictorial illustrations, such as are intended to be used as illustrations for a book; and (b) works connected with the fine arts, such as are prized for their artistic value alone, and such as are commonly framed and hung. Cuts, prints, engravings, chromos, or lithographs belonging to this first class are subject to entry in the copyright office.
- 2. Cuts, prints, engravings, chromos, or lithographs relating to articles of manufacture, or to vendible commodities, such as artistic advertising prints. Such articles are not enterable in the copyright office, but are subject to copyright registration in the patent office, to which office the Act of June 18, 1874, relegates "all registry in the general nature of, or akin to, copyright of things which are mere adjuncts or appurtenances of articles of trade." (See Ex parte Heinz Co. Official Gazette, Patent Office, v. 62, p. 1064.)

More than one engraving may appear on a sheet thus registered. Syndicate-cut firms register sheets containing a number of proofs. Registration of an advertising engraving in the patent office authorizes the printing of a notice of copyright on the engraving.

- 56. Articles Subject to Copyright in England. In England, the subjects of copyright are books, musical compositions, dramatic pieces, lectures, engravings, and works of the same kind, paintings, drawings, and photographs, and sculpture.
- 57. Definition of the Word Book.—The word book means and includes every volume, part or division of a volume, pamphlet, sheet of letterpress, sheet of music, map, chart, or plan, separately published. The term is not confined to a bound volume; neither does it necessarily imply a volume written or printed, made up of several sheets and bound together. The work may be printed on only one sheet; thus, a song published on a single sheet is held to come within the meaning of the word book as used in the English statute. A sheet containing diagrams for cutting dresses, and blanks for legal instruments, are held, in the United States, to come within the meaning of the word, and are proper subjects of copyright. It is the contents of a book under its registered title, and not the title of a book taken singly, that is protected by copyright. A book to be the subject of copyright must be of a literary character; that is to say, it must contain reading matter, either original or compiled. Mere blank books, account books, albums, or other books containing nothing but special ruling or arrangements of columns, cannot be copyrighted. A catalog or a booklet is a book, and may be copyrighted as such.
- 58. Definition of the Word Chart.—The word chart in the United States copyright law refers to a form of map. An advertising card devised for the purpose of showing paints and various colors, consisting of a sheet of paper to which are attached square pieces of paper of the various colors, and some lithographic work advertising the sale of

the paint, surrounding the squares, is neither a chart, engraving, nor book, and therefore, by decision of court, not the subject of copyright.

A dressmaker's pattern chart, which represents a series of diagrams, interspersed with printed instructions for its use in taking measurements for and cutting certain parts of women's dresses, printed on one large sheet, is held to be the subject of copyright in the United States; but in England it has been held that the phrase "map, chart, or plan," in the English copyright law of 1842, does not include a cardboard sleeve pattern having upon it scales, figures, and descriptive words for adapting it to sleeves of any dimensions.

- 59. Newspapers and Magazines.—Both newspapers and magazines are the subject of copyright. The copyrighting of a newspaper is the same as the copyrighting of a book. Some publishers enter, in addition to the regular general copyright of the periodical, a copyright of each separate contribution. Even an article published in an uncopyrighted newspaper may be copyrighted.
- 60. Photographs. Photographs, under the Act of Congress of 1865, are expressly included in the articles subject to copyright registration. In the United States, the courts hesitate to construe a photographer as an author, although they hold that such person may have his productions copyrighted. In England, the copyright law designates the producer of a photograph as an author, and, while giving the "authors of any painting, drawing, or photograph" the privilege of copyright, it does not affect the right of any other person to represent any scene or object represented by any such painting, and in that country a copyright may be had on a photograph of an engraving from a picture.
- 61. Prints and Labels.—Prints and labels, designed for illustrative or decorative use on articles of manufacture, although sometimes included in the general classification of subjects of copyright, are not subject to copyright registration, but must be registered in the patent office. They are defined to be any device, picture, word or words, figure or

figures, not a trade mark, impressed or stamped directly upon the article of manufacture, or upon a slip or piece of paper or other material, or to bottles, boxes, or packages, to indicate the contents of the package, the name of the manufacturer, or the place of the manufacture, the quality of goods, directions for use, and the like. Prints or labels that merely contain printed names, titles, or directions for use, cannot be registered; registration is confined to prints or labels having some artistic merit or pictorial representation.

The application for registry in the patent office must be made to the Commissioner of Patents before the print or label is actually used, and must be signed by the proprietor or his agent. Ten copies of the print or label must be filed, one of which, when duly registered, is certified under the seal of the Commissioner of Patents and returned to the proprietor. The certificate of such registration continues in force for 28 years, and may be continued for 28 years more, upon filing a second application within 1 year before the expiration of the first term and complying with the other regulations governing original applications. Within 2 months from the date of the renewal, a copy of the record thereof must be published for 4 weeks in a newspaper in the United States. Before being used, it is required that all new labels and prints shall have the words "Copyright, 190\_\_\_, by\_\_\_\_\_\_" printed thereon.

- 62. Dramatic Compositions.—To be the subject of copyright, dramatic compositions must have for their essential elements a narrative or story. A mere spectacular performance or unique stage dance, characterized by a novel arrangement of lights and shadows of drapery, cannot be copyrighted; nor does the copyright of a play protect the mechanical contrivance used in its production. In England, a descriptive or dramatic story may be copyrighted.
- 63. Duration of Protection in Various Countries. The privilege of copyright, in the United States, endures for the period of 28 years; if the author or his widow or children are living at the expiration of the 28 years, then the privilege

will endure for 28 years more, making 56 years in all. If the author dies before the expiration of the first term, leaving neither widow nor children, the copyright is limited to 28 years. In England, the copyright term for books and for printed and published dramatic pieces and music is 42 years from the date of publication, or for the life of the author and 7 years afterwards, whichever term may be the longer. Recently, a bill was offered in Parliament to extend the copyright term to 30 years after the death of the author, which is the law in Germany. In Russia and France, copyright protection extends for the life of the author and for 50 years after. In Canada, the term of copyright is 42 years from the date of publication.

64. Method of Securing a Copyright in the United States.—A copyright may be secured in the United States on the condition that all editions of works to be copyrighted be entirely manufactured in the United States, both in respect to the setting of the type and as to the printing and binding of the work. Photographs must also be made from negatives made in the United States unless the subjects are such as those of works of art in other countries.

The requirements for securing copyright are: (1) The deposit, on or before the day of publication, in this or any foreign country, in the office of the Librarian of Congress or in the mail of the United States, of a printed (or typewritten) copy of the title of the book, picture, or writing, or description of the drawing or design, and, promptly after publication, delivering at the said office, or depositing in the mail, two complete copies of such book, picture, or writing, or in case of a drawing or design, a photograph of the same in cabinet size, and the proprietor of every such copyrighted article must deliver at such office, or deposit in the mail, a copy of every subsequent edition wherein any substantial changes are made: (2) the printing of a copyright notice, on the title page, or the page immediately following, if it be a book, on the title or frontispiece if it be a volume of maps, charts, music, or engravings, or on the face or front if it be a dramatic or musical composition, in the following words: "Entered according to the Act of Congress, in the year 190\_\_\_, by\_\_\_\_\_\_\_, in the office of the Librarian of Congress, at Washington," or in the words, "Copyright, 190\_\_\_, by\_\_\_\_\_\_." The words "All rights reserved" are often added but are not required. (3) If the subject be a map, chart, print, cut, engraving, photograph, painting, drawing, chromo, statue, statuary, or model or design intended to be completed as a work of the fine arts, the notice may be a c enclosed in a circle ©, accompanied by the initials, monogram, mark, or symbol of the proprietor of the copyright, provided that the proprietor's name appears on the back or some other portion of the subject.

**65.** To complete the copyright of a book published serially in a periodical, two copies of each serial part, as well as of the completed work, should be deposited.

Each number of a newspaper should be entered by its title, distinguished by a statement of the volume, number, and date of issue. The title page for the different numbers for a year can be printed with a heading written in as to the volume, number, and date; this, of course, should be filed ahead of publication of the numbers.

Application for the renewal of a copyright must be filed 1 year before the expiration of the first term, and must be accompanied by a printed title, two copies of the work, the fee, and a statement of the date and place of the entry of the original copyright.

66. Method of Securing a Copyright in Canada. To secure a copyright in Canada, the work need not be set up in type in the Dominion, but must be printed there, and the importation of plates (prohibited in the United States) is permitted there. The type may be set up in any other country, and sent in the form of electrotype plates to Canada for printing and binding. A book, not originating in Canada, must be registered in Ottawa simultaneously with its registration in the country of its origin. Sixty days after such registration, a Canadian edition of the work must be produced.

Notices of Canadian copyright must be printed on the title page or the page immediately following in a form similar to that used in the United States, with the words "According to the Act of Parliament," instead of "According to the Act of Congress," ending with "At the Department of Agriculture." On the title page of the book should be printed the name of the publishers in England, Canada, and the United States. In the case of a map or a chart, a musical composition, a print, a cut, an engraving, or a photograph, the notice should appear on the face of it. If it is a volume of maps, charts, musical compositions, engravings or photographs, the notice should be printed on the title page of the frontispiece.

67. Infringement of a Copyright.—When the whole or any material part of the copyrighted work is purloined and published without the consent of the owner, the copyright is said to be infringed. The essence of infringement is publication. There need not be the intent to derive profit from the publication; a gratuitous distribution of the offending work is just as objectionable to the copyright law as a distribution for the purposes of sale. The act of infringement consists in the dissemination of copies of what has been copyrighted.

No precise rule is given for determining how much or how little of the copyrighted production may be used in order to constitute an infringement. The usual test is to inquire, in each case, whether the value of the original production has been sensibly diminished by the act complained of, either because the offending work may serve as a substitute for it or because the selling qualities of the original production may be impaired by material taken from it. Every writer may make use of extracts and quotations from the works of others, but the law exacts the condition that it must be done in the legitimate exercise of mental exertion on his part deserving the character of an original work.

68. Abridgments.—Abridgments of copyrighted works are not infringements, but the doctrine that an abridgment of

a copyrighted work is not a piracy must be received with qualification. The question whether an abridgment is allowable is influenced by various considerations. These are whether it is made in good faith or evasively by the omission of unimportant parts and whether it will prejudice or supersede the original. A fair abridgment, though it may injure the sale of the original work, is not actionable as a violation of copyright.

To constitute a fair abridgment, within the privilege, there must be real, substantial condensation of the materials, and intelligent labor and judgment bestowed thereon, and not merely the facile use of the scissors, or extracts of the essential parts constituting the chief value of the original work. It must be in good faith an abridgment, not a treatise interlarded with citations. To copy certain passages from a book, omitting others, is in no just sense an abridgment, as the judgment is not exercised in condensing the view of the author; his language is copied.

69. Some similarities and some use of prior works, even to the copying of small parts, are tolerable in such books as dictionaries, gazetteers, grammars, maps, arithmetics, almanacs, concordances, cyclopedias, itineraries, guide books, and similar publications, if the main design and execution be novel and improved, and not a mere copy for piracy. In compiling such works, the materials of all, to a considerable extent, must be the same. Novelty and improvement can be substantial in scarcely any case, unless the matter is abridged, or a material change made in the arrangement, or more modern information is added, or errors are corrected, or omissions supplied.

It appears to be well settled that there is nothing in the law of copyright to prevent any person that has obtained common materials from the original sources from using them in substantially the same manner, and for the same purpose, as they have been previously used, provided the arrangement is his own, and is not servilely copied from the work of another.

- 70. Assignment.—A copyright may be assigned by an instrument in writing, but such assignment must be recorded in the office of the Librarian of Congress within three calendar months after its execution in the United States or within 6 months after its execution without the United States, in order to be valid against any subsequent purchaser without notice of the assignment. The effect of the assignment is not to prevent the assignor from selling copies of the copyrighted article printed before the assignment and remaining unsold in his possession; the assignor parts only with what he specifically agrees to transfer, be it the exclusive right of sale for a limited time of the whole work, or for all time, or an undivided part of the copyright, retaining an interest.
- 71. New Copyright Law.—The 1909 Copyright Law, which, together with proper blanks for applying for a copyright, may be obtained by addressing the Copyright Office, Washington, D. C., made little change in the old law, so far as advertisements are concerned. It provides for a reasonable time in which to file the copies of the copyrighted work; gives all domiciled foreign authors the right to secure protection; fixes a royalty of 2 cents a record, or roll, when copyrighted music is reproduced by mechanical means, as on a phonograph, but at the same time makes a monopoly of such records impossible; emphasizes the protection of each separate contribution though a periodical has merely the usual general copyright; limits publishers' ownership in purchased copyrights to the first term of 28 years; and requires an affidavit in the case of books, setting forth that all the processes of manufacturing, with the one exception already noted, were performed in the United States.



### THE ADVERTISING AGENCY

#### AGENCY SERVICE

#### WORK OF THE MODERN AGENCY

1. As has been explained in a previous Section, the early advertising agencies acted as mere brokers in advertising space, buying it from publishers and selling it to advertisers, sometimes at a great increase in price. They did little else except to forward the advertiser's copy and cuts and to check the insertions of the advertisements. That service, if it may be called such, is very different from the service that is rendered advertisers by the best agencies of today. There are, however, agencies in existence that do little creative work—that merely buy space for clients, send out copy, check insertions, and attend to rebates, billing, etc.

The representative modern agencies are organizations of men (and sometimes women) with broad ability in the various kinds of advertising work. These specialists study prospective markets, look into trade conditions, plan and direct campaigns, write copy for advertisements, catalogs, booklets, letters, etc., have illustrations and engravings prepared, buy space, check insertions, pay space bills, often secure or help to secure local retailers or agents for the advertiser, and render various other services. They give their entire time to advertising work, bringing their ability and experience to the advertiser and offering to cooperate with him in making a campaign successful. A large propor-

tion of the ablest advertising men are connected with the various agencies.

2. There has been much discussion in the advertising world as to whether the agency serves the publisher or the advertiser. It really serves both, notwithstanding that most of the compensation usually comes in the form of commissions from publishers and other controllers of space.

The general advertiser has all to gain and nothing to lose by selecting a good advertising agency and securing its assistance in planning, preparing, and placing his advertising. Most of the general and mail-order advertising of today is placed with publishers through agencies. A great deal of outdoor and street-car advertising is also placed through agencies; in fact, a few agencies conduct outdooradvertising departments.

3. Relation of Agency to Advertising Manager. The fact that no one man can possibly be a specialist in all branches of advertising is what makes the advertising agency necessary to the general advertiser, even if he should employ an able advertising manager. The agency is, or should be, an organization of experts offering their combined service. The advertiser, by purchasing what he needs of the training and ability of these experts, has his time and his mind free for the duties that he alone can perform.

The advertising agency does not take the place of an advertising manager; each supplements the work of the other. There should be close relation between the advertising manager and the agency. The advertising manager is in a position to study the needs of the business at first hand, and this information coupled with his experience is of the greatest value to the agency. The agency, on the other hand, brings in outside experience and broader views.

4. The agency has in its employ copy-writers, and possibly illustrators, of unusual skill. The combined efforts of the advertising manager and the agency in planning and in copy writing are likely to produce better results than the effort of one unassisted by the other, though there are advertising managers that write their copy unassisted, and still more that leave this work entirely to the agency.

Unless the agency has had experience in the marketing of products similar to those of the advertiser, or a very good general advertising experience, its judgment, should not be accepted as infallible. Success in advertising depends largely on understanding the people to whom the appeal is to be made, and the advertiser, by reason of personal dealings and correspondence, may understand his prospective customers better than does the agency. On the other hand, the most able agency cannot do much toward assisting an advertiser that clings to old precedents and methods, insists on having his own way about everything, and is not willing to give a fair trial to a plan that promises well. The plans finally carried out should combine the judgment of both advertising manager and agency.

#### AGENTS' COMMISSIONS

5. Reason for Giving Commissions.—A number of trade publications do not allow commissions to advertising agencies, but leaving these out of consideration, it may be said that practically all publications of any prominence allow a commission of from 10 to 15 per cent. (in some instances more) to recognized advertising agencies. The usual newspaper commission is 15 per cent., with no discount for cash. Some papers, however, offer cash discounts. The usual magazine commission is 10 per cent., with a discount of 5 per cent. for the prompt payment of bills. A few magazines give a commission of 15 per cent., while others give a commission of 13 per cent. and a discount of only 2 per cent.

The publishers' commission is granted on the assumption that the agent is a creator, or developer, of new advertising accounts—that because he assists a new advertiser to launch a campaign and thus makes of him a permanent buyer of advertising space, he should be rewarded by the publisher. Therefore, until he has proved himself such a creator, or developer, the best publishers withhold the commission.

#### 6. Magazines That Forbid Cutting of Commissions.

A number of magazine publishers, before agreeing to allow an advertising agency a commission, require that the proprietor of the agency sign an agreement to the effect that he will not give any client any portion of the commission granted by the magazine, and further that he will not allow a client the 5-per-cent. discount allowed by the magazine for prompt payment of bills, unless the client pays the agent within the time that the agency has to pay the publisher. These agreements even forbid the agency to quote the rates of the magazine with the commission figured off. The purpose of this iron-clad agreement is to prevent the rate cutting that results where agencies give part of their commissions to the advertiser. Before these agreements were in force, the cut-rate agent in bidding for business would split his commission on magazines like the Ladies' Home Journal and McClure's. Afterwards he would persuade the advertiser to reduce his space in these publications and to use other publications on which the agent would get a larger commission. The strict publishers believe, and believe rightly, that the advertiser usually gets better service where the agency retains the full commission.

7. Lack of Uniform Commission Policy.—Not all magazines are strict in regard to giving commissions, some granting them direct to advertisers and even cutting their rates in order to get business. The standard among the newspapers is not so good as it is among the magazines. While a select number of the newspapers will not give the agent's commission direct to the advertiser, a great many will do so if the order is large and nothing except the giving of this commission will secure it. This, of course, simply amounts to giving the advertiser an extra discount in order to get the advertising. The result of this practice is that some large newspaper advertisers either place their advertising direct or place it through a "dummy" agent, who may be an employe. Nearly all large magazine advertisers, on the other hand, place their advertising through agents.

- 8. Policy of Leading Newspapers and General Magazines.—In planning to use the leading newspapers and general magazines, an advertiser cannot expect to get the benefit of the agent's commission. If the advertiser deals direct with these publishers, he will have to pay gross rates, and inasmuch as he may have the assistance of the agency without any extra cost, so far as placing the advertising in magazines and newspapers is concerned, he does well to consult an agency that has the best experience and equipment for his particular work.
- Local Advertising and General Advertising. With magazines, no advertising is considered as local. Therefore, commissions will be allowed just as readily on the advertising of a local firm as on the advertising of a firm in a city distant from the magazine's office. Newspaper publishers generally have not made a practice of allowing commissions on local advertising; as a result, comparatively little retail advertising is handled by agencies. There are, however, in a number of cities, agencies that make a specialty of retail work, but these, except in occasional instances, draw a salary from the advertiser rather than a commission from the publisher. That is to say, if a Chicago retail store prefers to have its local advertising prepared and placed by a Chicago advertising agency, rather than to employ an advertising manager or to employ a writer not recognized as an advertising agent, very likely the Chicago newspapers would not allow the advertising agency a commission on the business, but would expect the merchant to pay the agency for its service. If, however, the advertiser were a manufacturer that advertised in other cities, a commission would be allowed by all newspapers; or if such a store as the one mentioned were to establish a mail-order department, the agency could secure a commission on any orders placed with out-of-town papers, though Chicago papers would not allow the commissions on the usual retail business.
- 10. Faults of Commission Scheme.—The commission scheme is not an equitable one, and it may some day be

replaced by an arrangement that will provide for payment to the agency according to its work, rather than according to the space used. Under the present arrangement it is often the case that the agency at the time when it gives the advertiser the most thought and attention, receives the least compensation. Most new advertisers begin with a small appropriation, on which the commissions amount to little. Yet this is the time when the agency's services are most urgently required. The agency in such cases must "handle the account" with little or no profit, hoping that the advertiser will be successful, will retain its services, and will in time spend a large sum for advertising, the commission on which will be ample compensation. The injustice of the arrangement is that often, when the advertising has been developed by the agency, another agency will step in and offer to place the advertising for a smaller commission, and thus get the account after the hardest part of the work has been done. The result is that the small advertiser is often neglected. However, the tendency to change agencies is not so general now as it once was.

In dealing with old advertisers that are committed to the policy of spending annual appropriations of good size, the commission method is more equitable.

Occasionally, the fact that the commission depends on the amount of money spent in advertising is likely to influence some agencies to have the advertiser use mediums that would not be recommended if its compensation were fixed. There is already one advertising company—essentially an agency—serving clients for a yearly salary instead of a commission, which plan is undoubtedly the more equitable. There is another organization of advertising men that places no advertising with publishers, but gives all its attention to the production of copy.

In time the leading publishers may abandon the practice of giving commissions and may hold to a uniform net price on space. In that event, the mere space brokers among the agencies will cease to exist and the creative advertising agent will be free to offer his professional service just as the

lawyer, the doctor, or the architect offers his, charging in accordance with the service rendered. A number of years ago, one large magazine did adopt the policy of granting no commissions, but this publisher was not supported by other publishers and had to abandon the policy.

Attitude of Trade Papers on Commissions. -As already noted, many trade-paper publishers refuse to grant commissions to advertising agencies. The contention of these publishers is that agencies do not create advertising for them, that in most cases they had the advertising before the agency began to serve the advertiser, that they maintain a department for aiding the advertiser in the preparation of his advertisements, and that giving a commission merely means that they will receive 10, 15, or 20 per cent. less from the advertiser than they were receiving when the agency stepped in. It is true that the agencies have not accomplished so much in the way of creating business for trade papers as they have in the case of general publications, and while the present attitude of trade-paper publishers may not be encouraging to the agencies, it is likely that this field will in the future receive more attention from agencies, and the day may not be far distant when the relations between these publishers and the agencies will be like that now existing between the general magazines and the agencies.

12. Amount of Commission Retained by Agency. There is no uniformity among agencies as to the amount of commission they retain and the amount they turn over to the advertiser. Some very large accounts are placed on a commission as low as 5 per cent., with the agency paying out of that all expenses for designs, cost of composition of advertisements, etc. While some of the more prominent agencies will not offer to handle an advertiser's business for a commission less than what he is paying some other agency, others will do so, and the cut-throat competition results in split commissions and poorer service. It stands to reason that an agency receiving only 5-per-cent. commission cannot give the same service as an agency receiving 10 per cent.

Few, if any, agencies retain on an unusually large account the full commissions allowed by newspapers and magazines. A number of them, however, do retain the full commission on all appropriations under \$50,000 or \$100,000 yearly, and retain a general commission of 10 per cent, on appropriations exceeding these figures. This, of course, would be the full commission on the magazine advertising, but as most newspapers give the agent at least 15-per-cent. commission, if he retained only a general commission of 10 per cent., he would give the advertiser the extra 5 per cent, received on the newspaper advertising. Of course, where the agency has agreed with a publisher not to divide his commission, he has no moral right to do so. The 10-per-cent. basis is perhaps the most general of all, and the usual method of figuring the commission is to make up a statement of just what has been expended for the advertiser, then regard 10 per cent, of that total as the agency's compensation and add this amount to the total.\*

Usually, the commission is supposed to cover all expenses incurred by the agency in giving the advertiser the necessary attention and to pay for its services in planning, writing, placing, and checking the advertising, paying publisher's bill, etc.; but the leading agencies require that their clients pay extra for designs and plates, composition of advertisements, express charges, postage, and also for booklet and catalog work, etc.

13. Recognition by Publishers.—The expression "recognized by publishers" means that publishers regard the advertising agency as a bona-fide agency and are willing to allow the usual commissions and credits. Many of the large newspapers are members of an organization known as the American Newspaper Publishers' Association, which has its headquarters in New York City. The members of this association are not supposed to allow the usual commission until the agency is officially recognized by the association.

<sup>\*</sup>This is 10 per cent. on the net amount expended, and is not quite the same as 10 per cent. of the gross charges of publishers.

This association is not hasty in adding new agencies to its list, and expects to be fully informed as to the business of the candidate for recognition before passing on an application. The principal requirements are that the agency shall be handling the accounts of at least three general advertisers, that the proprietors, or principals, are not mere clerical employes of their clients, and that the capital and standing of the agency is such that members of the association would be safe in extending credit.

There is also an organization of leading magazine publishers, with headquarters at New York City, that passes on the standing of new agencies in behalf of its members. This organization is known as the Quoin Club, and its mission in the magazine field is much like that of the American Newspaper Publishers' Association in the newspaper field. It has been active in late years in a campaign against substitution, as well as a campaign in behalf of magazine advertising.

The action of these two organizations is not binding on all magazines and newspapers. Some magazines are very strict in their recognition of new advertising agencies, and while they will receive acceptable business from any agency that can pay for it, they will not allow commissions until after several lines of new advertising have been brought to their pages, or a certain amount of space has been used. Bonafide agencies have had to wait a year before they were recognized by the strictest of these publishers.

### LOCATION AND ORGANIZATION OF ADVERTISING AGENCIES

### LOCATION

14. Formerly, nearly all the advertising agencies had their headquarters in large cities, such as New York, Chicago, Boston, Philadelphia, and Pittsburg; and while the large cities continue to be the headquarters for most of the agencies, flourishing agencies are to be found in cities of the size of Seattle, Grand Rapids, and Atlanta. The agency in the smaller city sometimes has to work at a disadvantage on account of there being no local engraving firm capable of doing all kinds of high-grade work, and because there are few or no illustrators at hand experienced in advertising work. The agencies in the large cities not only have these advantages, but are in closer touch with the representatives of leading publications. On the other hand, the agency in the smaller city has less to pay for rent and clerical help.

### ORGANIZATION

15. The advertising agency gives its entire time to advertising work, and it needs specialists. It affords employment to writers and solicitors and to those who can both plan and write or solicit and write. If a large agency, it may maintain its own illustrating department and possibly a private composing room for setting up and taking proofs of advertisements. An agency of this class will have a department organization; that is, it will probably have an executive department composed of the principals of the agency, a soliciting department, a copy department, an illustrating or art department, a composing room, an order-andrate department, an accounting department, and a checking-

and-filing department. Some agencies of this class afford employment to several hundred persons and have branch offices in several cities.

These large agencies pay high salaries to solicitors and copy writers of unusual ability. However, the man that works with a small agency has a chance to do a more varied class of work and to get a broader experience than the one whose efforts are confined to a single department of a large agency.

The small agency usually has a copy department, may give employment to one or several illustrators, and, of necessity must have sufficient clerical help to make up estimates, check advertising, render bills, etc.

16. The following brief outline of the work of the various departments of a large agency will give a general idea of how the work is divided and executed, but it should be borne in mind that not all large agencies are organized alike. Each has its distinctive features, and sets forth the claim that such features yield better service for the advertiser.

Any one that deals with advertising agencies will frequently hear the word "service" used. Whatever the organization or size of the agency, the avowed object is to improve service—to lessen the element of uncertainty in advertising, to secure the greatest amount of profitable publicity for a given sum, and to relieve the advertiser of detail and unnecessary work. The well-organized agencies with their systematized departments and many specialists can carry out the numerous details of an extensive campaign with remarkable facility, leaving the advertiser, as already suggested, little to do except to approve the general plans and to pay the bills.

17. Executive Department.—The executive department of an advertising agency controls the policy of that agency, exercises general supervision over all the other departments, employs the solicitors, and confers as to the terms on which a new account will be handled and as to the plan of the campaign that will be carried out. Any unusual matters in connection with the collection of bills, commis-

sions, etc., come to the attention of this department. The principals supplement the work of the solicitors and may themselves do the entire soliciting work when the agency is negotiating for a very important account. The executive department is, as it were, the captain of the ship.

18. Soliciting Department.—The soliciting staff of a large agency is usually under the direct control of the president, or head, of the agency. These solicitors cover the country thoroughly in looking out for new advertisers that give promise of developing into good clients and for other advertisers that may be considering a change in their service. If a solicitor can control a good account, he can get a position with nearly any advertising agency. In a small agency, the principals themselves are the solicitors, and sometimes they personally write much of the copy for their clients, undertaking to give each client such service as an advertising manager would give. Agencies of the latter class make a point of the fact that they employ no solicitors. If, however, a large advertiser lets it become known that he is seeking the service of a good agency, he will probably be solicited as actually by agencies that employ no solicitors as by those having an organized soliciting staff.

Some agency solicitors are capable all-around advertising men, and are able to prepare effective copy as well as give advice as to plans. Others rely wholly on the copy department for ideas and act only as salesmen of an agency's service.

19. Copy Department.—The success of an advertising agency depends largely on the excellence of its copy department. The work of the best solicitors will go for nothing, if, after the account has been secured, the copy department is unable to produce advertisements that are satisfactory. In such a department, there may be only one or two copy-writers or there may be a dozen or more, the number depending, of course, on the number of accounts handled by the agency. In large agencies, the copy department is under the direction of a chief, who usually has the

power to employ new men when the staff is to be increased and to discharge those whose work is unsatisfactory.

The chief of a copy department assigns work to his men in accordance with their several abilities. A writer that is of a mechanical turn of mind and possesses an engineering education would probably be given all work in which mechanics are involved; one that had been a merchant would probably be better fitted to prepare trade-paper advertisements; one that had been reared in the country would probably understand better how to address farmers; and so on. Not only must the chief be a good judge of copy and know how to criticize and edit so as to bring out the best work of his men, but he must be a good judge of art work, be familiar with the production of engravings, and understand how to get the best typographical effects, for not all copywriters may be capable of directing all these details properly. The copy chief must also be a good executive and be able to get work completed at the proper time. Magazines and newspapers will not ordinarily hold forms for belated copy, and the chief of a copy department has to plan the work well always to have it properly executed in time.

A first-class copy department should have access to a good library. Some of the agencies maintain extensive files, so that if a new article is to be advertised, there will be on hand an exhibit of advertisements, booklets, etc. that pertain to it. The leading agencies do much toward helping the copywriters to produce their best work. Several of them have sound-proof, private rooms for their writers, so that they may work in perfect quiet. Copy-writers are sometimes sent out to investigate manufacturing methods or on long trips to make investigations that are necessary in order to have the proper information for the writing of copy.

All copy is approved by the chief before it is set up and plated.

20. Art Department.—The art department is usually under the direction of the chief of the copy department, or at least is subject to his suggestions. The work of this

department is, of course, to produce whatever illustrations are needed for layouts, advertisements, catalogs, booklets, dummies, etc. A large art department is usually managed by a chief illustrator, or art editor. Only an agency of good size, however, can afford to maintain a well-equipped art department. Artists, like writers, usually excel in some special branch of work, and one artist cannot handle to the best advantage all the varied illustrative work of an advertising agency.

21. Composing Room.—No agency except one that handles many accounts can afford to maintain a composing room, because, unless there is composition work to be done regularly day after day, much of the time of high-priced compositors would be lost. An agency with only a little composition work will find it more economical to have the work done by a local job or newspaper office that has a good assortment of modern display type and employs skilful compositors. As, however, expert advertisement compositors are rare in general offices, a number of the larger agencies find it more satisfactory to have a private composing room for setting advertisements and taking proofs of them. A few agencies have gone so far as to establish printing plants in which prospectus and catalog work can be turned out.

The advantages of having a private composing room are that it gives the agency the regular service of compositors selected for their ability in advertisement composition; puts the printers, the illustrators, and the copy-writers close together, so that those executing the different parts of the work on a single advertisement or a series can confer easily; and enables the agency, when it is desired to set up display lines for a layout or to set up suggested advertisements for a prospective customer, to have this work take precedence over other work.

The composing room is under the general supervision of the chief of the copy department. The copy-writers, however, usually deal direct with the printers after having their ideas approved by the chief. The layouts for an agency composing room are not ordinarily made up so carefully as those intended for other printing offices. The agency's compositors, being specialists and being familiar with the ideas of the copy-writers, need less instruction. Agency layouts are therefore usually hastily made and intended merely to give the compositor the writer's general ideas as to style and arrangement.

- 22. Order-and-Rate Department.—The large advertising agency usually has an order-and-rate department in charge of a competent man, whose duty is to keep the file of rate cards up to date and to be fully informed as to what rates and concessions may be obtained from the various mediums. Much of this knowledge can be obtained by the rate man only through correspondence and experience with publishers. He should know what papers will accept cut rates, what newspapers can be forced to give special position without extra charge, and other matters of this nature. As he is sometimes called on to furnish in a short time an estimate of the cost of using a long list of mediums, he should be able to figure quickly and accurately. While it is possible to correct mistakes in estimates, it is embarrassing to an agency to confess that a page in some magazine was quoted at \$150 when the proper rate is \$250.
- 23. Rate cards sent out by publishers are supposed to fix prices until the publisher notifies the agency of a change. Publishers in advancing rates frequently allow agencies to reserve a certain amount of space for clients at the old rate. Sometimes by using a page or two more than was originally intended, an advertiser can carn a rebate of good size. The order-and-rate clerk should be vigilant to take advantage of all such opportunities to serve clients and to save money for them.

The order-and-rate department is an important one. Some of the rate files represent years of labor and are very valuable.

24. The following gives an idea of how an estimate of cost would be made up for an advertiser:

THE JONES MACHINE Co., Buffalo, N. Y.

Gentlemen:

The following is an estimate of the monthly cost of using a halfpage advertisement in the list recommended by our Mr. Farnham:

| die in the line in | minute of | O COL T. T. T. I V CALL |
|--|-----------|-------------------------|
|  | NET       | GROSS                   |
| * Magazine   | \$225     |                         |
| Magazine   | 180       |                         |
|  | 90        |                         |
| World  | 135       |                         |
| ***************************************  |           | \$900 00                |
|  |           | 225 00                  |
| •••••  |           | 112 50                  |
|  | \$630     | \$1,237 50              |
| 10-per-cent. commission  | 63        |                         |
| •  | -         | 693 00                  |
|  |           | \$1,930 50              |
|  |           |                         |

You will observe that the publishers' gross rates are quoted on the last three publications. Our agreement with the publishers of these magazines precludes our quoting anything but card rates. On the remainder of the list we have quoted you the net rate to us, plus our commission of 10 per cent. This total of \$1,930.50 is subject to discount of 5 per cent. for payment within 10 days.

These rates are quoted on the assumption that the half page will be inserted at least six times during the year.

Truly yours,

### BEAVER'S ADVERTISING AGENCY

An advertiser accepting such an estimate should send a written order to the agency, giving authority for the insertion of the advertising in the list. Misunderstandings are avoided by formal written orders in each case.

25. In giving orders to publishers, the advertising agencies use a regular order form, Fig. 1, that sets forth the conditions, the rate, the position to be given, etc. Fig. 2 shows a carbon copy of this order on a somewhat different form. A carbon copy is kept on file and is used as memorandum for the proper charging of the advertiser's account. In practice, at least three copies should be made of orders,

<sup>\*</sup>Frequent changing of rates makes it inadvisable to insert actual names of magazines in this Section. Note that the agency in this case fixes its commission as 10 per cent. of the amount expended for the advertiser except in the instances where gross rates are quoted.

# BELL ADVERTISING AGENCY CONNEL BUILDING SCRANTON, PA.

Date, November 21, 1909

To Mann's Magazine, New York, N. Y.

Please enter our order for advertising of Maynard & Co.

| ORDER NO.  |                          | SPACE          |   | Z            | INSERTIONS |           |
|------------|--------------------------|----------------|---|--------------|------------|-----------|
| 640        | quarter-page             | r-page         | February, March, April, May, June, and July | Marc         | h, April,  | May,      |
| Position   | Position Right-hand page | page           |   | Key          | Key 122    |           |
| Gross Pric | Gross Price \$200        | Commission #20 |   | Discount \$9 |            | Net \$171 |

Memo. Pass your cut to Collier's.

Copy herewith

Cuts by Adams Express tonight

BELL ADVERTISING AGENCY

В

It is a condition of this order that marked copy of each issue mentioned be sent to the advertiser and to us, Credit will be given only for insertions in accordance with the directions of this order. We reserve the right to cancel order at any time, paying your net rates for space used

## FILE COPY

Date, November 21, 1909

To Mann's Magazine, New York, N. Y.

Please enter our order for advertising of Maynard & Co.

| ORDER NO. | SPACE        | INGENTIONS                                  |
|-----------|--------------|---|
| 640       | quarter page | February, March, April, May, June, and July |

| 2          | Net \$171         | ght             |
|------------|-------------------|-----------------|
| Key 122    | <del>ഗ</del>      | oni             |
| Key        | Discount          | Express tonight |
|            | \$20              | Adams           |
| page       | Commission        | Cuts by Adams   |
| Right-hand | Price \$200       | herewith        |
| Position   | <b>Gross Pric</b> | Copy he         |

Memo. Pass your cut to Collier's.

| 26 | 52  |
|----|-----|
| 25 | 51  |
| 24 | 20  |
| 23 | 49  |
| 22 | 188 |
| 21 | 47  |
| 20 | 46  |
| 19 | 45  |
| 18 | 44  |
| 17 | 43  |
| 16 | 42  |
| 15 | 14  |
| 14 | 40  |
| 13 | 39  |
| 12 | 800 |
| 11 | 37  |
| 10 | 36  |
| 6  | 35  |
| 00 | 34  |
| -1 | 93  |
| 9  | 32  |
| 10 | 31  |
| 4  | 30  |
| ಣ  | 29  |
| 62 | 28  |
| -  | 27  |

the original for the publisher, one duplicate for the order department, and the other duplicate for the checking department. The form shown in Fig. 2 is adapted to the use of the checking department, as it has spaces enough for the checking of fifty-two insertions in case an order covers that many. Order blanks of this style can be made up in a single sheet and perforated, so that small sheets of carbon paper may be inserted and the blank so folded that three or more copies may be made at one time. By making all the copies at once, time is saved and the possibility of making mistakes is greatly lessened. The form shown in Fig. 2 would not meet the needs of all order departments, but it may be used as a basis for more elaborate or improved forms. The size is well adapted to filing in a card case. If the carbons are to be kept in a loose-leaf binder, the size could be enlarged to advantage.

A publisher's acknowledgment of such an order and a first insertion on it constitute a valid agreement.

Instead of being sent direct to publishers, orders for general advertising are often sent to the Chicago or the New York representative of the publisher. This plan is the usual one with Chicago and New York agencies.

26. Unless the publication is one that is known never to cut rates or to give concessions, the agency does not usually offer the card rate. The agency is all the more likely to offer cut rates if the business is of a very desirable kind from the publisher's point of view. If the order calls for only 1,000 lines of space in newspapers, the order will at first probably be made out at the 10,000-line rate or the 5,000-line rate of the newspaper. If, finally, the agency has to come down to the 1,000-line rate, it will probably demand special position without extra charge. It is unfortunate that there should be so much dickering between agencies and publishers, but in the newspaper field particularly there is so much of rate cutting and other concessions that an agency rarely, if ever, sends out an order to a list of papers, offering each its full card rate for the service required.

Not all agencies follow the system of having an order clerk make out and send all space orders. In some agencies, the solicitor that handles the account makes out the orders; in such cases he is also the man with whom representatives of the newspapers and magazines have to deal when the rate is too low or the conditions are such that the publisher cannot or will not fulfil them. In a small agency, the man that makes out the orders or directs the issuing of them may be one of the principals of the agency.

- Accounting Department.-In small agencies, the accounting department is usually merged with the orderand-rate department. In large agencies, however, there is enough accounting work to require the services of a bookkeeper and possibly several assistants, and the accounting department thus becomes one of much importance. This department supervises the checking work, attends to the bookkeeping, the billing, the paying of bills, the banking account, the pay roll, etc. As the agency business is one requiring rather large capital in proportion to the net commissions actually earned, the billing and collecting must be carried on promptly. If the accounting department should get weeks behind in its work, publishers would demand thousands of dollars that had not come in from clients, and the consequences might be serious. This department is depended on to see that advertisers are charged and billed for all such special expense as plates, express charges, etc. Of course, the system of the agency's office must be such that proper memoranda of all these charges are received by the accounting department. The accounting departments of the leading agencies use the typewriter extensively in making out orders, bills, and records.
- 28. Checking-and-Filing Department.—The work of the checking-and-filing department, as its name indicates, is to check the insertions ordered for a client, to see that proper position was given, the right key number used, etc., and then to file the publication. Some of the agencies have very large rooms for filing purposes. After

publications are very old, they are thrown away to make room for the filing of new issues.

While the filing work is attended to by clerks—usually the beginners in agency work—it is an important part of agency service. Advertisements are frequently not inserted in accordance with the order, and sometimes are omitted altogether. If the error is serious, the agency will insist on another insertion before paying the publisher's bill, or will make a deduction from the bill. The publishers of small newspapers sometimes, through carelessness, or inability to give good service, make so many errors that a deduction of  $33\frac{1}{3}$  per cent. is made from the bill. One of the most common errors is the failure to insert an advertisement in the position called for by the order. In order to save labor, the checking records usually provide for the use of certain symbols or marks, one mark meaning that the advertisement was omitted; another that the position was wrong; etc.

29. As it is customary for the publisher to furnish the general advertiser a copy of each issue containing his advertisement, it is not usually necessary for the agency to send copies of the publications, as proof of proper service, along with the bill. This could be done if an advertiser insisted, and the plan is followed by some agencies in billing for certain classes of advertising.

Representatives of publishers usually have in their offices a file of the publications they represent and a supply of extra copies of recent issues. Thus, for example, when an agency in New York or Chicago fails to receive a certain issue of a publication, a copy can be had by sending a messenger to the office of the representative, provided, of course, that the publication is represented in these cities.

The leading magazines send out advance copies to advertisers and advertising agencies, so that checking and bills may be attended to promptly. Sometimes the advance copy consists of only the advertising pages bound in the covers and it may arrive a week or ten days ahead of the appearance of the magazine on the news stands.

### WORKING METHODS OF AGENCIES

### NEW AND OLD ADVERTISERS

30. Developing a New Advertiser.—Advertisers may, for convenience, be divided into two classes, namely, new advertisers and old advertisers. The brief outline that follows will illustrate how the account of a new advertiser may be worked up by an advertising agency.

Sanders & Company, Chesapeake Bay packers, are located in the heart of the crab market and have a successful method of cooking and canning the meat of hard-shelled crabs. Crab meat is regarded as delicious by a great many people, but as live hard-shelled crabs are in the markets only during certain seasons and cannot be shipped and handled so well as potatoes and similar produce, the sale of crabs and crab meat is not extensive except in sections where crabs abound and in markets that can be reached quickly. The canning method of this company makes it possible to put crab meat on sale almost everywhere and at all seasons. Sanders & Company are selling this canned crab meat in the usual way through the trade, but have made no attempt to create an extensive market—have simply been doing a little circular advertising and allowing the demand to grow slowly.

31. An energetic advertising agent, learning of this industry through having eaten some of the crab meat, having seen an advertisement, having been told of the business by some one, or having received an inquiry from Sanders & Company, would either go or send some one to see the manufacturer. The agent would find just what Sanders & Company were doing or could do in the matter of production. He would ascertain what plans, if any, the advertiser had for developing the market.

Having interested the advertiser and enthused him as to the possibilities of greatly increased sales for this specialty, the agent would go to work to study the entire enterprise. He would first of all perhaps study the packing end of the business. He would probably not find it necessary to interview housekeepers in order to see how popular this delicacy could be made among them by the use of copy that would draw the picture of crabs fresh from the ocean cooked ready for the table and procurable all the year around; but he would see how inquiries could be brought and a demand created by offering a dainty crab-receipt book free. If it had not already occurred to the advertiser, the agent would probably suggest the furnishing of empty crab shells along with each can of the crab meat, so that the meat could be served more appetizingly. The shells would be thrown away otherwise, so that the cost of including them with each sale by the retailer would not be great. The agency man would then delve into the manufacturer's experience in selling this specialty and his other products. He would expect the full confidence of the advertisers. He would want to know just how and to whom the goods were sold, and the location of the retailers or jobbers that handle the product. He would have a long talk with the advertiser's salesman.

Then the agent, if the advertiser seemed willing to enter into an aggressive campaign, would have a thorough investigation made of the trade conditions. Grocers and delicatessen stores and the jobbing houses that supply these retailers would be interviewed. The sales of other similar goods, such as canned shrimp and lobsters would be investigated, and any experiences of such advertisers that could be brought to light would be considered carefully.

The agency man after getting all the available light on the situation would call a conference of the leading campaign and copy men of the agency for a general discussion of the problem. One of the copy men would be given the necessary information and be put to work to prepare an advertisement, or a series of advertisements, and a booklet dummy. In some cases the solicitor may prepare part of the copy.

- 32. The agency man would then submit to the manufacturers a report covering his investigation and giving a complete outline of the campaign that his agency advises for popularizing their canned crab meat. This report would show just where and how the agent believed the advertising should be done, what kind of publicity was needed to influence the consumer, and what was needed in the way of publicity and cooperation to gain the good-will and the assistance of jobbers and retailers. Figures would probably be given as to the number of retailers and jobbers to be reached. The manufacturers would be advised as to the sending of samples to inquirers—whether or not this would be advisable, and how long it would be necessary to give away free sample cans, and in what manner they should be given away-whether sent through the mails or handed to consumers by retailers. The manufacturers would be advised as to the publication of a receipt book showing the best way of preparing such dishes as crab salad, and also be informed as to what list of mediums should be used, the cost, etc. While it might be shown that a large appropriation could be spent profitably, the agency would probably also show that even a small appropriation expended judiciously would produce good results. This part of the report would show the suggested size of advertisements, the rate in each medium, the agency's commission, etc. A good trade name would be suggested and it would be shown how this name could be popularized so as to decrease the danger of substitution when the Sanders product had become a pronounced success. Specimen advertisements would probably be submitted, either in complete printed form or laid out, so that the manufacturers could see just what was advocated. A booklet dummy would also be included.
- 33. It is customary nowadays to set forth all such investigations and recommendations in the form of a written report. In this way the outlined campaign is put in such form that it can be read and discussed by the different members of a prospective advertiser's firm.

Such a report is usually in the form of a letter and may be of any length, depending on the kind of campaign outlined. The report and recommendations should be thorough, because this written outline will reflect the judgment and the service of the agency, and probably will be discussed critically. point by point, by the members of the firm. It is easy to make a disastrous mistake, particularly in cases where the manufacturer has no experience in advertising or where he is a pioneer in his field and cannot be guided by the experience of similar advertisers. No agency cares to have the blame of an unsuccessful campaign. Consequently, the written campaign plans of leading agencies represent a great deal of thought and often combine the ideas of a number of able men. The advertiser may see fit to adopt such a campaign in its entirety or may not be in favor of carrying out some of the recommendations. As negotiations progress, the agent, if the account gives promise of being a valuable one, would probably attend several meetings of the firm or their board of directors, to take part in a discussion of the forthcoming campaign. One of the copy men might also attend.

Several agencies may be working on this account. Sometimes, large advertisers announce frankly that the account will be given to the agency that submits the best plan for promoting the business. It may be added in this connection that some agencies decline to submit plans in competition with others and will not submit plans at all unless paid for this preliminary work. This attitude is probably due to the fact that unconscientious advertisers have been known to take advantage of agencies by inviting competitive plans, getting the preliminary work and the ideas of many able men, and then eventually placing the business through a cut-rate agency.

When the advertiser has finally agreed on a plan, the agent is ordered to go ahead and complete the copy work, provided it has not already been completed. Until the campaign is well under way, the agent will probably find it necessary to make frequent trips to the advertiser's office, suggesting how inquiries from consumers shall be handled,

how literature to the trade shall be used, etc. With the campaign running smoothly, he will probably call only when it is necessary for approval of new copy or to submit new plans or additions to the list of mediums. However, the best agencies keep in close touch with their clients.

34. Method of Approaching an Old Advertiser. There are many advertisers in the United States that have been advertising steadily for years, some of them spending large appropriations. None of these advertisers have likely exhausted the possibilities in new plans and ideas, but they have gone through many experiences and have learned a great deal. Therefore, the plans that would appeal to a new advertiser just feeling his way into a wide market probably would not appeal to these experienced advertisers. Their goods may already be handled by half or three-fourths of the dealers. To study such problems and to show one of these experienced advertisers how a new plan and a different style of copy would greatly increase sales is an undertaking worthy of the efforts of the most resourceful advertising man.

Nevertheless, a great tobacco company whose products are sold almost everywhere was induced to carry out new plans that called for the spending of hundreds of thousands of dollars for the popularizing of special brands of cigarettes, cigars, and chewing tobacco, and one feature of the preliminary work of the new campaign was the sending of a capable man to Cuba to study the various details of tobacco. The experienced advertiser will be interested only in improved plans, stronger copy, ways of getting more advertising for the money he is spending, methods of popularizing new brands or of working on special fields, the use of new mediums, etc.

### APPROPRIATIONS FOR ADVERTISING CAMPAIGNS

- 35. One of the first questions that the advertising agent has to answer when he has succeeded in interesting the advertiser is, "How much money will be needed to bring about this development or this increase in sales?" This question is one that the judicious agent should not be too positive in answering, for advertising science has not yet advanced to the point where even the most experienced man can say with absolute certainty what results \$1,000, \$10,000, or \$50,000 will bring. The agent should of course give the advertiser the benefit of his best judgment, but if he makes definite promises or guarantees, and the results fall short of anticipations, he is almost certain to lose the confidence of the advertiser. It is better to be conservative.
- 36. If an advertiser has great resources, can use large space liberally in many mediums, and has a product that appeals to practically everybody, only reasonable judgment is required to bring results. But if the appropriation amounts to only \$5,000 a year, and the product appeals to only about 5 per cent, of the people, a great deal of judgment and care will be necessary on the part of an agent to keep the advertiser off the list of advertising failures—a list that is already a long one. Many interesting stories are told of the wonderful advertising successes of past years, but the great amount of advertising published today and the strong competition that exists in most commercial enterprises make it difficult to guide a new enterprise safely. Of course, it is not to the interest of an agent to be pessimistic. His business is that of promoting, and when he believes that success is possible, he is justified in encouraging the advertiser to have faith in his enterprise and to advance boldly. In the advertising world, as in other lines, investments must be risked. The advertiser that never risks anything-never puts out a dollar until he is sure that the dollar with its earnings will come back within a year-and is not willing to experiment to some extent, has small chance for success.

### EXTENSION OF CREDIT

37. The credit risks in advertising-agency work are The business world is full of men and firms that believe-sometimes rightly-that advertising is all that is needed to bring success to the business in which they are interested. Such men are often inexperienced in advertising matters and have the popular notion that advertising will make anything successful. They very frequently have more faith than capital, and have little idea of the cost of a thorough campaign. Such advertisers usually expect results to come too quickly or too cheaply. They do not understand that successful mail-order and general campaigns represent a great deal of careful, patient work, that experimental work is sometimes unavoidable, and that advertising investments often do not come back for years. Advertisers of this class will sometimes ask an agency either to supply part of the capital in exchange for stock or to pay for the advertising and be reimbursed out of the profits of the business. While the agency is, of course, at liberty to invest its money in the stock of any company that seems certain to succeed, care should be exercised in making such investments. The subject of credit is one to be discussed tactfully when opening negotiations with a new client, but if an agency goes ahead too rapidly with the advertising of a client having very small capital, it may have to pay publishers' bills for a large amount. More than one agency has been made bankrupt by carelessness in extending credit.

38. Unless special arrangements are made by which the publisher holds the advertiser responsible, the publisher expects the agent to pay for the space used by his client. For this reason, agents in arranging terms with new clients usually prefer to have them agree to discount all bills, that is, to pay within the cash-discount period.

There is at present no absolute uniformity among either newspapers or magazines as to the extent of credit, the amount of the cash discount, the time in which bills must be paid in order to take advantage of the cash discount, etc. The usual newspaper credit, however, is 30 days. Both newspaper and magazine publishers act independently in the matter of cash discount, the range being from 2 to 5 per cent. and the cash-discount time varying from 10 to 30 days. A number of the magazines require bills to be paid ahead of the month of publication; that is, for example, require bills for space in a December issue to be paid in November.

The agency that is willing to extend an advertiser any amount of credit he wishes will have little difficulty in securing accounts, but if it must risk \$10,000 of its own money to have a chance at earning \$1,000 in commissions, the account had better not be accepted. The agency business is one in which money is turned over quickly and with a number of good accounts; it is also a business that is very profitable considering the amount invested, but publishers and engravers are prompt in collecting their bills, and unless those who look out for the financial department of the agency are watchful, there are likely to be embarrassing periods.

### DIFFICULTIES OF ESTABLISHING AN AGENCY

- 39. The almost unlimited opportunities in the advertising-agency field and the diversity of the work, make it very attractive to ambitious men. While the future development may not be so rapid as that which took place in the closing years of the 19th century, agency work is likely always to be a broad, lucrative field for those who have the ability to make the most of opportunities. The business at the present time affords employment to thousands. The number of agencies in existence in the United States alone probably exceeds 500, though only a small proportion may be called agencies in the full sense of the word.
- 40. While it is easily possible for a bright beginner to open an advertising office in his home town and to serve local advertisers, he can hardly hope to start an advertising agency and secure the management of mail-order and general

campaigns until he has had experience. In the first place, as has already been explained, he would have difficulty in securing recognition from the largest publishers. Publishers have lost much money through irresponsible agents during the last few years, and are now more careful in their dealings with both new and old agencies. In the second place, the management of mail-order and general campaigns of good size requires capital, and the agent often has to pay publishers' space bills before he gets his money from the advertiser. Unless a great deal of care is used in extending credit, the agent will occasionally have to pay bills for some advertisers that will never pay him.

One should at least have opportunity to see the practical workings of an agency before attempting to start such a business, and it is much better if some experience can be had as an employe with an agency.

The well-established agencies are aggressive in their efforts to secure new business, and the new agency, unless it starts out with a few good accounts assured, will find it difficult to meet the competition. It is not impossible, of course, for an aggressive advertising man or a company composed of several aggressive men to establish a successful agency business. It has been done, and new agencies are organized every year, but they are usually organized by men with experience in other agencies. The man with little capital and experience, if he can control a good general account, will do better and will find it less work to associate himself with some agency already established. There he will have the assistance of art, copy, checking, and accounting departments already organized and will be saved the hard work and the uncertainties of building up such departments. An advertising man that has the ability and initiative to secure accounts will not find it difficult to secure a position with a good advertising agency. If this is not feasible or agreeable, the next best method would be to arrange with an agency to give some assistance, particularly in placing the business, for a part of the commission. Arrangement might be made to act as a local representative.

### RELATION OF ADVERTISER AND AGENCY

### SELECTING AN AGENCY

41. The general advertiser is not serving his own interests best when he sets out to see how cheaply he can buy agency service. Of course, if the advertiser has had such a long experience that he knows just what plans, mediums, and copy pay best, he may be justified in seeking an agent that will act for a small commission, as a mere broker between him and the publisher; but if he is seeking the full service of a good agent, he will not get it by selecting the one that will serve him for the lowest commission. It is well to ascertain whether the agency has had the experience that is likely to be helpful in handling the advertising in question. It is the agent's inclination to claim much for the equipment and experience of his organization, but if the article to be advertised is a food product, careful inquiry should be made to determine whether or not the agent has had experience in marketing food products, whether he understands the grocery trade and knows how to manage grocery-trade campaigns. If he lacks this particular experience, and also lacks a broad general experience, the advertiser is likely, under this agent's guidance, to do some costly experimenting.

A mail-order account should by all means be placed with an agency having a great deal of experience in mail-order advertising, for such an agent will supply his client with valuable information regarding the value of mail-order mediums and schemes. There are agencies that specialize. There is at least one that makes a specialty of promoting engineering and other similar technical campaigns, and there are several western agencies that handle an unusual amount of agricultural advertising.

42. An important consideration is the ability of the solicitor or agency representative that is to deal with the

advertiser. Unless the advertiser has the attention of a man of broad ability and experience, the service of the agency as a whole will be of little benefit. Many of the agencies have solicitors that obtain accounts and handle them much according to their own individual ideas. If the solicitor is a very capable man, his personal study of the advertiser's product and plans may be all that is necessary in order to proceed in the most judicious way; but if he is a man of limited experience or of limited ability-has more soliciting ability than advertising ability—the advertiser's interests are likely to suffer, unless the principals of the agency cooperate with this solicitor and thus bring to the advertiser the combined ability of the agency's force. However, the advertiser will do better to deal either with a solicitor of broad ability, or with one of the principals of the agency, because, as just inferred, if the solicitor is a man of limited experience, he will have to pass on to some one else the results of his interviews with the advertiser, and the result will be an indirect service that is more than likely to be faulty. It may, however, be said in behalf of the agency, that one of the principals can hardly afford to give a great deal of his time to an advertiser that has only a small appropriation to invest.

43. The advertiser will do well to ask to see work that the agency has done in copy, catalogs, etc., and to ascertain who will write the copy for the article to be advertised; also, to get the names of some present clients of the agency, and to find out how long the agency has served them and how satisfactorily. If the agency is already handling a competitive account, it will be better to select another, for the agency cannot give its best thought to each of two competitors. The matter of space buying should be looked into to see whether the agency's rate department can get the lowest rates and best positions for its clients' advertising; whether it follows these matters up aggressively, figuring to get all possible discounts that can be earned and watching mediums carefully to see that advertising is always inserted properly and in the positions contracted for.

44. Some of the agencies are large organizations. Other agencies consist of only a few members that render their service much as a lawyer renders his, that is, one man handles all the important details connected with a client's business. Both types have good points in their favor. The solicitor for the large agency will argue that an advertiser that does business with his agency will get the benefit that comes from the combined ideas and efforts of many specialists in the various branches of advertising work. He will lay emphasis on the well-organized departments trained to relieve the advertiser of vexatious and time-consuming details. The principals of the small agency, on the other hand, will call attention to the fact that each of their clients receives the personal service of one of the principals, that there are no solicitors—no middlemen.

### OTHER DETAILS OF IMPORTANCE

- 45. Contracts With Agencies.—Many agencies ask advertisers to make a contract to place all advertising through them for at least a year and to agree that the appropriation shall reach a certain sum. Others require no contracts, and make a point of the fact that they prefer to let their service hold the advertiser.
- 46. Amount of Attention Required From Agency. The amount of attention that the agency should give the advertiser depends on circumstances. Where the venture is a new one, much of the agency's time will be required. The representative of the agency will have to acquaint himself thoroughly with the business of the advertiser, as well as with the article and with trade conditions, and will find it necessary to keep in close touch with the workings of the selling plan as it is put into effect.
- 47. Making Up a List of Mediums.—In the case of a new advertiser, the list of mediums to be used is usually and properly suggested by the agency. Experienced advertisers make up their own lists, giving the agency at different

times, written orders for the placing of the advertising. The agent and the advertiser work in harmony in the selection of mediums, amount of space, season for advertising, etc., each giving the other the benefit of his knowledge and judgment.

- 48. Approving of Designs and Copy.—It is the rule for both designs and copy to be submitted finally to the advertiser for his approval, the agency then having plates made for the magazines or the newspapers. Much of this work has to be done long in advance of the mouth in which the advertising is to appear, because a number of the magazines must have the plates, or electrotypes, at least 30 days prior to month of publication; that is, for instance, they must have the plates on May 1 for the June number. Some magazines require even more time.
- 49. Dealing With Solicitors.—In cases where the business is placed through an agency, the general policy of advertisers or their advertising managers is to refer solicitors to the agency man that has the business in hand. Despite this fact, the solicitors, knowing that the agency is likely to put on the list any publication that the advertiser wishes to use, canvass advertisers very aggressively. They refuse to be turned aside with a mere statement that some agency has entire charge of the campaign, and with their persistence and their intimate knowledge of the mediums they represent, they often succeed in securing an order or a promise to discuss the use of their medium with the agency. Nevertheless, as the relations between the large agencies and the well-known publications are close, solicitors aim to avoid antagonizing the agencies.

New advertisers sometimes make the work of the agent more difficult by instructing him to give business to a weak publication controlled or represented by acquaintances of the advertiser.

50. Changing of Agencies.—Although the tendency is not so marked at present as it has been during the past, there is still much changing of agencies by advertisers. On the other hand, there are agencies that hold their clients for

a dozen years or longer. One cause of changes is that frequently all the forces of an agency will be bent toward securing an account, but after the account has been secured and the business seemingly well in hand, the advertiser will be neglected. The agency realizes, when it is too late, that it is better to take care of the business already secured than to be putting forth the best efforts for new accounts that yield no more commissions. Some advertisers seem to change on the principle that in a year or so they exhaust the best ideas of one agency and do well to get the ideas of another. A long time is required for an agency to work out plans of campaigns, and much of the experience of one agency with an account cannot be passed on to another: therefore, if there is no serious deficiency on which to base an objection, it is usually the part of wisdom to deal with the agency that is familiar with the field rather than to change frequently and have the preliminary work to do again. The best agencies will not cut rates in order to secure accounts from others.

- 51. Collecting of Short-Time Rates.—If an agency contracts for a certain amount of space for a client in order to secure a lower rate and only part of the space is used, it should be ascertained before a final settlement is made whether or not the publisher will enforce the short-time rate. If the agency gives the advertiser a receipt in full, it may have difficulty afterwards to induce him to pay the short-time rate. Unless such matters can be determined conclusively, there should be a written understanding in the final settlement that the advertiser will reimburse the agent for any short-time rate claims that may arise.
- 52. While Art. 9 of this Section sets forth the general conditions, it is learned that in several large American cities the newspaper publishers are granting commissions to advertising agencies on strictly local advertising, this being done in some instances notwithstanding the resolutions passed by the publishers' associations of the cities in disapproval of the practice. In at least one large eastern city,

the leading newspaper has, instead of granting a commission on local business, guaranteed a local agency a fixed yearly income in recognition of its aggressive work, at the same time leaving the agency free to recommend other mediums when the use of other mediums seems advisable.

Therefore, those who undertake to handle local advertising on the agency plan will do well to see if it is possible to get a commission from publishers, for this-if obtainable-will give the agency a distinct advantage. A commission of from 10 to 15 per cent, will not only augment the fees charged advertisers but in some instances enable the agency to offer its service to a new advertiser free of charge. There seems to be no good reason why the creative advertising man who develops and brings the publisher new local business is not as much entitled to a commission as the one that brings new outside business. The advertising man who is able to show publishers that his work means a considerable amount of new local advertising has a strong argument to offer in favor of granting a commission. If a commission arrangement is made, care should be taken to see that it does not create trouble between the publishers and those local advertisers who pay the regular card rates direct to the publishers and know nothing of the commission plan.

### HOW TO ENTER THE PRACTICAL FIELD

### KINDS OF POSITIONS

1. There are three principal kinds of advertising positions: ad-writer, ad-solicitor, and advertising manager. The beginner should consider the advantages of each branch of work and his aptitude for each branch before undertaking to market his service.

### AD-WRITER

2. In seeking a position as ad-writer, the beginner may choose between two plans: (1) He may start in a small way and build up a business of his own in his home town or a neighboring city, finally opening an ad-writing office; or (2) he may apply for a salaried position on the staff of a large store where the advertising manager has a number of assistants, or for a position as assistant to the manager of a mail-order or general advertising business, or for a position with an advertising agency as copy-writer. In any case, circumstances will decide as to the best plan. In small cities, as a rule, there are no stores large enough to employ a staff of ad-writers; but if the beginner prefers that kind of position, he may apply to department stores in the larger cities or to large mail-order or general advertisers.

A position on the staff of a progressive store will give the ad-writer valuable experience, and should enable him eventually to fit himself for the duties of an advertising manager. If the beginner is a good correspondent and is familiar with detail work, he should, without much difficulty, be able to get a position as assistant in the general or mail-order fields, where his daily association with the advertising manager should enable him to develop rapidly. An office experience of some kind, such as that of a stenographer or bookkeeper, will also prove to be a great help in getting a position.

An ad-writing business of his own, on the other hand, while it usually means more effort and less reward at the outset, will put the beginner in a somewhat more independent position, and his experience will be more varied than it would be in holding a salaried position as assistant to an advertising manager. If he is successful and builds up a profitable list of clients, the profits arising from his energy and skill are all his own.

In a position on a staff of ad-writers working for a large store, the ad-writer is merely an advertising-news reporter; he does not direct the policy or outline the plan of the advertising. As an independent writer, he acts somewhat as advertising manager for many of his customers and can carry out many of his own ideas. An independent ad-writing business is well adapted to both small and large cities.

Both plans have advantages. Before giving up a position to try either plan, however, the beginner should solicit ad-writing work of various kinds that may be done in spare hours. This will give him valuable experience and will be of great help either in opening an ad-writing office or in getting a salaried position. Many beginners make the mistake of applying for positions of much responsibility while they have no experience. Even if the inexperienced man should be given a trial in a high-salaried position of much responsibility, he would in most cases prove unequal to the requirements. It is better to advance gradually and to make each undertaking a stepping-stone to something higher. Sometimes it is a good plan to seek a clerical position at bare living wages with a large advertiser, in order to get into his office, to have the opportunity of observing and learning the details of his work, and to benefit by the prestige that the connection affords.

### AD-SOLICITOR

3. In order to become a successful ad-sollcitor a man or a woman should possess soliciting ability supplemented by a good knowledge of advertising conditions. He or she should be able to talk intelligently and convincingly to advertisers in behalf of the newspaper, magazine, or other medium represented, and should be competent to advise new advertisers as to the best plans, and to assist in preparing copy when called on to do so. One who possesses these qualifications to a marked degree will find the space-selling branch of the advertising field more attractive and more remunerative than any other branch.

The position of ad-writer and the position of ad-solicitor, provided one has some soliciting ability, are the easiest of all advertising positions to secure. In nearly every city of any size there is some publisher ready to give a trial to any progressive person that can help build and maintain a good advertising patronage for the paper. Then there are magazines that require representation, and outdoor advertising companies, street-car advertising companies, theater-program publishers, directory publishers, etc. that need capable men to sell their space. However, something more than the desire to have such a position is necessary in order to secure it; and to get results the ad-solicitor must be able to do more than to go around to advertisers and tell them that their business is wanted.

4. It has not been a great many years since the ad-solicitor was regarded as a mere "copy chaser," whose duty was to call on advertisers sending out space orders and to "jolly" them into giving the solicitor's publication an order. Today advertisers have little time for the solicitor who can give no interesting information about the medium he represents, nor outline any plan by which the advertiser could use the medium profitably. The mere fact that the solicitor believes, or says he believes, that his medium would pay means nothing to the experienced advertiser. The advertiser

must see why the medium is likely to pay him before he spends his money. Therefore, if the advertiser is marketing something that is bought by women, the solicitor should be prepared to show that his medium is read by women, that they are the class of women likely to become customers of the advertiser, that the proportionate cost of reaching these readers by the use of the solicitor's medium is low. Circulation figures, the actual experience of other advertisers, and all other information of this kind will be pertinent. The kind of solicitors that publishers want are those who have this ability to develop advertising, to help those who are doing poor work to do more and better advertising, and to show business people who are not advertising at all how they may do so profitably. In brief, the successful solicitor must have creative ability.

The work of the ad-solicitor is broadening, for he has the opportunity to look into the experience and plans of many advertisers; and if he profits by this experience, he is likely to receive offers of good positions as advertising manager.

The ad-solicitor should be able to bear occasional rebuffs without discouragement, for some advertisers are disagreeable to deal with. While aggressiveness is essential, the qualities that do most for a solicitor in the long run are knowledge and enthusiasm about his medium, advertising judgment, ability to write effective copy, and a pleasing personality.

5. Large newspapers usually have several local solicitors to look after retail business, and usually have a general representative, for dealing with advertising agencies and general advertisers, both in New York and in Chicago. Sometimes, the amount of business warrants having representatives in other large cities. The smaller papers-and some of the large ones-have combination general offices; that is, a representative in New York will represent from four to twenty-five papers, and another representative in Chicago will do the same. This combination plan makes traveling and office expenses less for each paper. These

New York and Chicago newspaper representatives do no soliciting of local business in the city where the paper is published but look after only the general, or "foreign," advertising.

Ad-solicitors sometimes work on a commission basis, sometimes for straight salary, and sometimes on a combination of salary and commission.

The larger magazines usually have a representative in New York and one in Chicago, the two representatives dividing the United States between them. Occasionally, a magazine will have representatives in other large cities.

The large magazines and newspapers pay high salaries to the men that represent them. Such positions represent the top of the ladder in ad-soliciting work, for these representatives deal with large advertisers that give out contracts amounting to many thousands of dollars. The work requires much tact and resourcefulness. Only a man with pronounced ability as an ad-solicitor could hope to secure and retain a position as general representative for a magazine like McClure's, or a newspaper like the Chicago Record-Herald. The person hoping to obtain such a position must first make a good record as solicitor for a smaller publication or as assistant to a solicitor for a large publication.

6. Both the local solicitor and the solicitor among general advertisers must cultivate the acquaintance of advertisers and advertising managers. The solicitor among general advertisers will necessarily have much traveling to do in visiting advertisers and advertising agencies; he cannot stay in his office and close a great deal of business, though he can secure some orders by skilful soliciting correspondence. As most general advertising is controlled by advertising agencies, the solicitor of general advertising keeps in close touch with agency men and is quick to make his call when plans and lists of mediums are being prepared. He often finds it advisable to solicit the advertiser as well as the agency, no matter if he is told that the agency has entire control of the plans, for this information is frequently given out merely to

get rid of solicitors; and, while the solicitor should be careful to avoid antagonizing the agency, he cannot always afford to let the advertiser remain ignorant of the merits of the solicitor's medium. It is sometimes the case that the agent does not use a certain medium simply because his commission on a competitive medium is greater, or he may be controlled by other motives that are unfair to the solicitor's medium. Furthermore, no advertising agent is infallible in his selection of mediums. He may be honest in his opinion that a certain paper is the best medium for book advertising in a certain city, when, in fact, some other paper of that city may be a better book medium. The solicitor, therefore, has a never-ending work to do in tactfully keeping advertisers and advertising agencies informed.

### ADVERTISING MANAGER

7. There are two classes of advertising managers. In the first class is the man at the head of the advertising department of the larger newspapers and magazines, known as advertising manager. The person filling a position of this kind does not, as a rule, prepare any advertising matter or advertising plans, although he might do such work or have it done if by so doing his publication would be more likely to secure a large order. The duties of such an advertising manager are to see that his publication secures as much advertising patronage as it should, and to see that the advertising contracts and copy are handled properly in his office; in other words, he is expected to get advertising contracts for his publication and to take care of the business after it is secured. If the publication is a large one, there will be several local or traveling ad-solicitors. From the office of such an advertising manager will be sent letters, literature, circulation statements, and matter of various kinds designed to inform and remind advertisers of the value of the medium for their publicity. An up-to-date mailing list is usually kept of all possible purchasers of space, and this includes all the prominent advertising agencies.

As a matter of course, the advertising manager of a small magazine or newspaper will do more personal advertising than would one that has several ad-solicitors to do this work. In some cases, the business manager of a publication performs the duties of advertising manager. The advertising managers of newspapers and magazines are usually, but not always, men that have served at soliciting. They should be men that are able to go out when occasion may make it necessary, and by the exercise of superior tact and persuasive ability secure important contracts for their publications. If the manager makes the advertising department of a publication very profitable, it matters little what particular plan he follows.

Such a position requires good judgment, for advertisers will try to secure concessions of all kinds and it is not always easy to decide what should be accepted and what should be refused. An order at a cut rate or a line of objectionable advertising, while bringing immediate profit, may injure future business. Nowadays the advertising end of the publishing business is the most important department, but it should be conducted with constant consideration for the circulation and editorial departments.

8. In the second class is the advertising manager who plans and manages advertising campaigns and who at the same time may write much copy. His position may be with a large retail or department store, with a general advertiser, or with a mail-order advertiser. If he has a large appropriation to expend, he will have one or more assistants. In the case of a department store, there may be a staff of writers.

The advertising manager of a general or a mail-order advertiser sometimes writes all of the copy and leaves only the illustrating and placing of it to the advertising agency. Sometimes, the copy is written by the manager and the agency in collaboration. In many cases, the preparation of the copy is left entirely to the agent, the advertising manager merely giving suggestions and acting as critic.

The advertising manager is valued by his employers more for his general executive ability and his judgment in advertising matters than for mere ad-writing ability. There is a wide difference between the ad-writer and the advertising manager. With a suggestion or an outline to work on, many writers may be found that can prepare acceptable copy; but the men with ability to create new selling plans and to manage campaigns successfully are not so easily found. Until he has had some experience in advertising matters, no person need hope to be able to hold a position where he will have the responsibility of buying thousands of dollars' worth of advertising space and of deciding what shall fill it.

Generally speaking, therefore, the tyro in advertising must serve his time as an ad-writer, an ad-solicitor, or an assistant to some advertising manager before he can expect to obtain a high-salaried position as advertising manager. It is true, nevertheless, that there are many firms that, on account of the small amount of advertising done, cannot afford to employ an advertising manager at a salary of several thousand dollars a year. These smaller positions afford excellent opportunities for bright beginners.

#### POSITION WITH AN ADVERTISING AGENCY

9. A responsible position with an agency is the hardest of all advertising positions to fill. The beginner is most likely to get a foothold in agency work by applying for a position as copy-writer or solicitor, or for employment at clerical work of some kind. If he is a printer or an illustrator, and the agency maintains a composing room or an illustrating department, he may find employment in one of these departments. In any case he need not expect a large salary until he has proved his ability, for the principals of advertising agencies have little patience with inexperienced beginners that imagine they know everything and are entitled to an expert's salary.

The agency man may have to write copy for, or look after the interests of, a dozen different advertisers. If a copy-

writer, he may be ordered by the chief of the copy department to get out a series of two dozen first-class soap advertisements-to write the copy, direct the drawing of the illustrations, have the type set, and the schedule made upin three days, while looking after other work at the same time. On one day he may be required to write a booklet about a new pump, and on the next he may have to write a treatise on talcum powder. While he may receive general directions from the chief of the copy department and some information from the solicitor that is looking after that account, he will have to proceed largely on his own initiative. The advertisements prepared by an agency are designed for use in many mediums, as a rule, and must be prepared with even more care than would be exercised if the copy were to go only in one medium. It is not always possible to study the process of manufacturing at first hand, as the advertising manager can do. Therefore, unusual ability and resourcefulness are required.

Capable copy-writers earn large salaries with agencies, but the life is strenuous. Many persons that are entirely capable of holding positions as writers and advertising managers for one firm, find themselves unable to fill responsible positions as agency men. However, a year's experience with a busy advertising agency affords a splendid training for a position as advertising manager. Some of the best advertising managers have come from the agency school. The value of the experience arises from the fact that the agency man has an insight into a variety of advertising campaigns and thus acquires broad knowledge.

10. The solicitor for an advertising agency must be a different type of man from other ad-solicitors. While he needs soliciting ability as much as the others, he should at the same time have broad advertising ability or experience, for his work is that of securing the management of advertising campaigns for his agency, and unless he is able to convince the advertiser that he and his agency can direct the campaign judiciously, he will fail in his work.

If he is representing a good agency he will have strong support from the office, can come in with the details of the advertiser's business, have a campaign outlined, copy written, list of mediums made up with cost, etc., but where the account is a desirable one, solicitors for other agencies may be seeking the business and may be well prepared with plans, copy, and rates. The competition is strong sometimes, and unfortunately some advertisers will give the business finally to a cut-rate agency. However, appreciation of high-grade service is on the increase, and there is much less rate cutting than there was in past years.

As a rule, the compensation of the agency solicitor is part salary and part commission. If, however, it is the practice of the agency to require solicitors to work entirely on commission, a new man will usually have a "drawing account" for the first year on which he can draw for compensation until the business that he secures brings in the commissions. Of course, the solicitor never receives the total commission paid by publishers.

One that lacks the ability to fill the position of copywriter or solicitor may be able to secure a foothold in an agency by applying for a less responsible position. The agencies need bookkeepers, stenographers, rate clerks, filing and checking clerks, etc. But such a position as rate clerk requires thorough familiarity with advertising rates and with publishers' rules and conditions. One whose knowledge of such matters is meager could secure employment only with an agency that could not afford to employ a man of much experience or with an agency whose rate man needed an assistant.

Any position with an agency will give a bright beginner opportunity to gain some valuable experience, and if he develops the ability to fill a more responsible position, the better opportunity is sure to come. Therefore, a beginner in advertising work who is a first-class stenographer could well afford to work for a while as a stenographer with a progressive agency for the sake of the opportunities that the position would open.

### BUILDING UP AN AD-WRITING BUSINESS

#### GENERAL INFORMATION

11. The easiest way to get work or business of any kind is to convince your prospective customer that you can help him make money. Therefore, in starting out to build up an ad-writing business, you must be sure that you can give any prospective customer or prospective employer the kind of service that he will find profitable.

While self-confidence is needed, do not start out with the idea that you know all about advertising, for advertising is by no means an exact science and there will still be something to learn after you have been in the business for many years. The best course of instruction is only a good start in the right direction. Be confident by all means, but do not get an exaggerated idea of your ability. If you are making only \$8 or \$10 a week, do not expect to jump at once into work that will bring you \$20 or \$25; be content to advance slowly but surely.

Do not expect the advertiser to be impressed by the fact that you are a graduate of an advertising school; he may have had experience with some conceited, incompetent student of some inferior advertising school and may have a poor opinion of all graduates of advertising schools. Therefore, while being confident and aggressive, be somewhat conservative, and thus avoid prejudicing the advertiser against you. Study the men you solicit; the kind of argument and attitude that will impress some men may not appeal to others.

Until very recently, business men looked on almost all advertising men as "grafters"; that is, as persons that were attempting to get a man's money for visionary or impracticable schemes of business promotion. While this view has changed greatly, the only kind of advertising men that can hope for lasting success are those who can help advertisers to sell goods. If they are ad-writers, their advertisements must have selling force. The two important things to understand about the ad-writing business, are: (1) How to present your proposition to business men so as to convince them that you can be of real help; and (2) how to conduct your work so that you can produce results for yourself and for your customers.

Retail work is by far the easiest to secure, although a good letter writer can, by mail solicitation, get booklet, folder, letter, and advertisement-copy work from general, mail-order, and trade-paper advertisers; and some of the most successful independent men solicit, by correspondence, the planning of campaigns and undertake to direct the details of such campaigns in the same way.

12. How to Prove Your Ability.—If you conclude to take up retail work, clip from your local newspaper an advertisement that you can improve. Rewrite this advertisement and make a careful layout of it, so that a man not familiar with typography can see just how it will look when it is printed. Then try to present the proposition contained in the original advertisement as effectively as possible. Next, take both advertisements to your prospective customer, and tell him that you are confident that you can write advertisements for him that will be more productive than those he is using. If the advertiser seems to think that his advertisements have been good, great tact must be used in pointing out any weaknesses in them. Perhaps the best plan would be to talk with him somewhat along this line: "You doubtless understand bookkeeping, but you consider it good business policy to employ a bookkeeper, because your time is employed to better advantage in business management than in detail. It is exactly the same in advertising. Ad-writing is a distinct and separate line of business. and it requires special training of any one that would do the best work. Now, isn't it reasonable to assume that it is not profitable for you to use your own time for this detail of your business; and, again, is it not evident that it will pay you to employ a specialist to relieve you of this detail and at the same time make your advertising more productive? Advertising is my specialty-my sole business-and I want to demonstrate to you that I can make your advertising pay better. I want you to let me write your advertisements for a week or two, and give me the chance to demonstrate that you cannot afford not to employ me. My charges are very reasonable. Of course, you understand that I cannot afford to charge more than it will pay my customers to pay me, and you don't have to pay me a cent unless both my work and my terms are satisfactory."

This kind of talk ought to impress any reasonable business man with your sincerity and confidence in your own ability. He is running no risk whatever to let you try to do his work, for unless it is satisfactory, he is under no obligation to pay you. In this manner, you can secure an audience and a careful consideration of your proposition from men that would not otherwise give it a second thought.

This "trying out" of a concern's advertising will also give you the proper experience to enable you better to decide how much it will be worth to do the work. Of course, there is no money in working on trial, but if you are competent you should be able to make an arrangement with some of the advertisers after a week's work; and the experience with the others will be worth something.

Generally speaking, an interview is more likely to impress an advertiser than a letter, although both plans may be followed. If a good letter and a layout of an effective advertisement are sent, and the canvass is followed up quickly by an interview, a good proportion of the advertisers ought to be interested.

It might be well if you can afford the expense (which will be small) to have a few of your best advertisements printed on book paper. You can then show samples of your work as you talk to a prospective customer, and emphasize their strong features as you proceed. Some advertisers will give you a definite answer at once. Others will put you off; call on these again.

Having secured the consent of an advertiser to write his advertisements on trial, make a careful study of his business and his past advertising. If you can induce him to give you any points on what his advertising has accomplished, or what he desires it to accomplish, these will be very helpful. If he has decided views about what should be done, or has some particular expressions that he wants used, it will be well to follow his ideas unless you feel sure that they will prove detrimental. It sometimes requires much tact to please the advertiser and at the same time to carry out the plan that your judgment dictates. You should find out just what types and borders are included in the equipment of the newspapers in which he is advertising, and decide which will be the best for his business. Note the style of his competitors' advertising in order that you may have something different and better. Try to improve the appearance of his advertisements by displaying them better than he has, and by carefully selecting a good face of type and suitable illustration, if he has any good cuts in stock. If he has not been using illustrations, you have an exceptional opportunity to interest him.

If you feel that illustration will help in this particular case, you should procure the catalogs of firms that furnish electrotypes for illustrations, select a few cuts that will be suitable for your advertiser's business, and illustrate his advertisements. You may be able to work out an individual design of some kind and induce him to have a special cut made.

Do not slight the advertiser's work in any way, simply because you are doing it on trial, but put forth your very best efforts and endeavor to get his business if it is possible.

Do not give the advertiser the impression that you do not consider your services worth much, or that you are a novice looking for experience. You can be confident without being overconfident. Let him understand that you agree to work

on trial merely as a demonstration, and that he is to pay a fair price if your service proves to be satisfactory. Of course, any cuts that you furnish for his advertisements are simply lent to him during this trial work, and are your property.

Sometimes, it may be advisable to set a price on your service at the outset. Some persons do not value that which does not cost them something. The beginner should study his customer and use good judgment in deciding whether to do the work a while on trial or to ask a reasonable compensation at the outset.

13. How Much to Charge.—As the advertisers that are most easily obtained as customers are those using small space, you cannot expect to get enough business from any one of them to make much money, but as comparatively little time is required for the work of each, you will be able to take care of a number of customers. Therefore, your charges should be moderate for each customer.

For instance, you might charge \$8, \$10, or \$12 for writing 4-inch advertisements every other day for a month. For writing the same number of 8- and 10-inch advertisements, you might charge \$15 or \$20, or more, according to the size of the town and the character of the work.

You might arrange to give either half of your time or two hours a day to a store. What the charge should be will depend largely on the quality and amount of the service you give and the size of the city. Merchants in small cities will not pay so much as those in large cities; but, on the other hand, \$20 or \$25 in a small city means more than the same amount in a large city. The figures given here are merely suggestive, and are intended only for those who have no idea of what to charge. There is no such thing as a recognized scale of prices. Much depends on what is to be advertised. If the subject requires two days' study and work, it is obvious that you should be paid more than if only an hour's time is required. One ad-writer might charge \$40 or \$50 for certain work and render such service that the price would be low, while another might attempt the same work and give such poor service that \$5 or \$10 would be a high charge. The size of the advertisement is not always a safe basis for the charge, for sometimes an entire day may be spent on one mail-order advertisement, and there are subjects that should be studied for days before a line is written.

Try to get what your service is really worth; if you cannot get that, then try to get as much as you think the advertiser will pay. If your time is worth 50 cents an hour, the advertiser whose work requires 15 hours a month should pay about \$7.50 a month; if your time is worth \$1 an hour, the charge should be about \$15 a month; and so on. You should know better than any one else what your time is worth. Small jobs should be charged for at somewhat higher proportionate rates. Remember that too high a figure may result in loss of business, while too low a figure may result in your service being undervalued. Knowing your field and ability, you should be able to keep between these two extremes.

Sometimes a few good cuts will help in securing new customers. If you lend them to the advertiser, you should be careful not to use the same cuts in some other firm's advertising as long as he is a customer of yours. Of course, the cost of these cuts reduces the profit on your work to a certain extent, but the cuts will sometimes enable you to get customers, and thus become a very profitable investment. It is also much easier to prepare a productive and effective advertisement when you have suitable illustrations than when you have nothing but type to work with. A cut book or an illustration file from which illustrations may be taken will sometimes answer all practical purposes in interesting new clients. As a rule, it is much better to have a final arrangement by which each customer buys his own cuts, the ad-writer merely recommending what shall be purchased. By this plan the ad-writer will feel free to recommend purchases that he might hesitate about if the cost came out of his own compensation. Some writers have advertisers agree on a monthly allowance of a few dollars for new cuts.

14. Establishing a Circle of Customers.—In your own town, you should try to get one customer in each line of business. For instance, one men's furnisher, one shoe dealer, one jeweler, one marketman, one grocer, one baker, one milliner, one druggist, one hardware dealer, one caterer, one clothier, etc. Among the local retail advertisers, you may be able to secure ten customers that will average \$8 a month each, thus enabling you to earn \$80 a month.

After thus establishing your business in your own town, write to or call on tradesmen in the same respective lines of business in a neighboring town, and try to interest them. It is perfectly practicable for you to handle the business from any towns within a radius of 50 miles, and the number of customers you can get will depend chiefly on the population of the territory and your own enterprise and ability. The good work that you do for a laundry in one town should be a help toward getting the work of a laundry in another town, and so on. If you are able to secure twenty customers, and get an average of \$8 a month from each, you will make \$160 a month on your ad-writing.

The independent ad-writer should take only one account of a kind. For example, he should not attempt to serve two restaurants or two bakers in the same city, for it is obvious that he cannot give both his best ideas. The best advertising agencies follow this principle and will not give assistance to the competitors of any of their clients. The fact that an independent writer or an agency follows such a principle is a good soliciting argument. The advertising manager and the advertiser, on their part, do well to learn whether the writer or agent seeking their business already handles a competitor's business.

15. Selecting a Field.—Many students of advertising living in cities of less than 100,000 population feel that there is no chance for them, and conclude that they should go to New York, Chicago, Philadelphia, Pittsburg, or some other of the larger cities. Such a move is not always advisable. It is true that the genius is more likely to be appreciated in

Chicago or New York and to earn more money there than he would in cities like Lynchburg, Virginia, or Wilkes-Barre, Pennsylvania, but geniuses are rare, and the man of ordinary ability is more certain of achieving success in a city where there are not so many advertising men of superior ability and experience. The compensation, of course, is not so great in small cities, but, on the other hand, the competition among advertising men is not so strong and expenses, such as rent, etc., are much lower. An energetic advertising man can in a year get a wide-spread reputation in a small city. This he cannot do in a large city.

If, however, a man aims for a position with one of the large agencies, he must go to the large cities; and eventually he must go to the large cities to secure employment with the largest department stores. But the average man will find it easier to build up an independent ad-writing business in a city of the size of Syracuse, New York, than in a city as large as St. Louis, Missouri. Much depends on the city itself. If it has progressive merchants and is a trade center, it should afford a good field for several independent ad-writing offices, even if it has fewer than 50,000 inhabitants or even fewer than 25,000. As a rule, the advertising in small cities is of poorer quality than that in large cities, and while many of the small-city advertisers are in the old conservative class that either do not put much faith in advertising or think that a "standing card" is all they need, the right kind of work by the ad-writer will develop business.

An energetic young man in one of the Eastern cities of medium size secured a low rate from one of the publishers of his city on two full pages, to be used a week before Christmas. He then procured special illustrations and borders for a "West Side" page and a "South Side" page and resold the space in small sections at a good profit to the small advertisers of the West and South sections. This plan is suggestive of other similar plans.

A good record in a small city can be made a steppingstone to a better position in a larger city. An advertising man that lacks initiative to make a good record in a small city has little chance for success in the fields of greater size and greater competition.

- 16. Location of the Office. If you are already employed when starting in this work, it will not be necessary for you to give up your position until you have sufficient customers to make a good living at writing advertisements. Conduct your business in spare time at your home. There are some objections to this plan, but it will save the expense of running an office until you have business enough to warrant a change. If you are willing to spend a little money at the outset, in order to make a more businesslike presentation of your proposition, you can engage desk room in an office. This will cost only a few dollars a month, and you can work there evenings and use the office address. Your stationery will not, of course, show whether you have only desk room or occupy the entire office. Prospective customers will be favorably impressed with the fact that you have an office and do business in a businesslike manner. Later on, as your business increases, you will be able to rent an entire office, unless for some reason you prefer to conduct your business entirely from your home. The only objection to the home-office plan is that it may give the impression that you are a novice or have not much business to attend to.
  - 17. Stationery.—It is very important that an advertising man should have good stationery. There is only a few dollars a thousand difference between the cost of cheap letter paper and high-grade paper. You should use a fair quality of linen bond paper about from 6 to  $8\frac{1}{2}$  inches wide by 9 to 11 inches long. The usual typewriter size is  $8\frac{1}{2}$  in.  $\times$  11 in., but smaller sheets make neat letters. Your name, business, and location of office should be printed on your letter paper, and your name and address on the envelopes. This printing should be carefully done. Nothing stamps a beginner so quickly as freak stationery. A careful study of the letter heads of prominent advertising agencies and successful advertising men will demonstrate that the

greater the firm, or the greater the man, the more simple and dignified is the stationery. Such terms as "ad-man," "ad-smith," "ad-carpenter," "ader," "adtorney," etc. impress hard-headed business men as being labored efforts at smartness, and as this same smartness is exactly what they wish to avoid in their advertising, such stationery may prevent its owner from doing business.

In Figs. 1 to 4, inclusive, are shown a number of samples of business stationery, with approximate printer's charges. These are given merely as suggestions. The variations in price are due to the quality of the paper and the number of colors used in printing. For most purposes, one color of ink is sufficient, and that should be black. If a second color is used, it must be with discretion, as it is likely to detract from the dignity of the letterhead, unless used sparingly and tastefully. If economy is necessary, it would be better to use a good quality of paper with one ink, instead of poor paper with two inks. It is best to use a fairly heavy paper, as an impression of solidity and conservatism is given by the feeling and weight of good paper. If the ad-writer can afford the extra cost, he can have stationery that is very distinctive by having a design something like that of Fig. 4 printed from a steel plate. A neat black imprint from a steel plate cannot be surpassed for dignity or elegance. A good point to consider in selecting paper is its adaptability to pencil sketching and pen-and-ink drawing, because it is often desirable to make a layout of an advertisement on stationery that will identify the ad-writer, rather than on a blank sheet of paper. Any good linen paper is suitable for pencil or pen. It is advisable to have a supply of blank sheets that can be used after the first sheet in a letter consisting of more than one sheet. It is not good form to use printed letterheads for sheets after the first. Write only on one side of the paper.

Ruled paper should not be used in any case. Business letters nowadays are almost universally written on the type-writer, and for this purpose the page must be left blank. If, however, you cannot afford a typewriter and must write with

pen and ink, place a heavily ruled sheet underneath the sheet on which you are writing. This will enable you to preserve the uniformity of slant and the spacing of the lines.

18. A supply of billheads (see Fig. 5) is not necessary at the start, as a bill can be written on a letterhead, but if the ad-writer's resources will permit, he should use billheads.

Personal cards are quite necessary in obtaining audiences with business men, or to leave as reminders of your business and your address. The same conservatism and dignity should be used in getting up these cards as with the letter heads. A good quality of wedding bristol should be used, cut to about the size shown in Figs. 6, 7, or 8.

19. Desirability of a Typewriter.—A typewriter is a good investment for an ad-writer. If you cannot afford the highest grade of machine, there are a number of good machines that sell for \$50 or less, and frequently second-hand machines that will answer every purpose can be obtained for \$20 or \$25, or rented for a small monthly payment.

The chief advantage of a typewriter is that it insures legibility. Many people write letters that they themselves cannot read "after the ink is dry," and few men will bother deciphering writing that is almost illegible. Then, too, the use of a typewriter gives a businesslike appearance to a letter. Typewritten matter is much better for copy than handwritten matter, as it is possible to determine almost exactly the amount of space a given amount of typewritten copy will occupy when set up in type. On the other hand, it is very difficult to make a correct estimate from handwritten copy.

Typewriters that permit of change of ribbon or ink while writing are especially desirable in getting up copy for booklets, etc. to be printed in two colors. The change of inks will show the advertiser just where you wish to use the two colors. In writing letters, a line or expression can be emphasized by running it in a different color, but this should not be overdone, as too much emphasis destroys all emphasis.

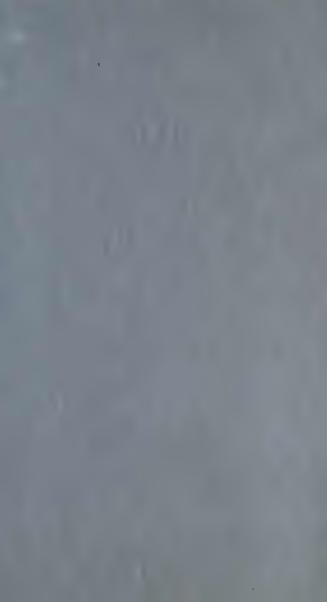
20. Miscellaneous Office Equipment.—Before starting to solicit ad-writing from retailers, the beginner should supply himself with various catalogs and advertisement material—in fact, anything that will help him to give first-class service to any advertiser.

The catalogs issued by leading general and mail-order advertisers are very educational, and the ad-writer that studies them with the idea of getting new ideas and improving his style will be well repaid. A scrapbook of good advertisements clipped from newspapers and magazines from various parts of the country will prove useful. Paste in all that are distinguished by good display or that show unique arrangement. You may be able to adapt some of these display features to your own work. Clip the good trade marks and the well-drawn illustrations. They will prove suggestive. Every ad-writer should read the daily papers of several cities in order that he may learn what other ad-writers are doing and thus keep from getting into a rut in his own work. Newspapers of the larger cities publish the work of the best advertising talent and furnish many excellent ideas.

21. Books and Trade Journals.—Early in his new career the student of advertising should begin reading everything useful in the way of books and magazines devoted to advertising and kindred subjects. While reading about the experiences of others is not so valuable as actually having the experience, it should be a great help. The price paid in subscriptions for the best publications is a good investment.

Among the advertising publications may be mentioned Printer's Ink, New York, a weekly; Advertising and Selling, of New York; Judicious Advertising, and Agricultural Advertising, of Chicago; and the Advertisers' Magazine, Kansas City, Missouri, all monthly publications. The above publications pay more attention to the general field than to the retail work. Brains, a weekly published at Deposit, New York, is devoted exclusively to the retail field. The Inland Printer, of Chicago, The Printing Art, of Cambridge,





ESO ESO

MARKON

JOHN W. BALDWIN

COl Adver

NEWSFAPERS MAGAZINES OUTDOOR STREET CARS

## The BALDWIN COMPANY

Advertising Service BUFFALO, N. Y.

WIN

ARTHUR WILSON

# DWIN NY

Service

Buffalo, N. Y.,

ADVERTISEMENTS CATALOGS BOOKLETS CAMPAIGNS

Paper

First-Grade Bond

Type

Powell and Olympia Series

Approximate Printer's Charge



# ASCILLA

O. O. O.

Advertisements and Follow-Up Matter

## ALEXA

412 UNIC

## ALEXANDER BELL

412 Union Trust Building BUFFALO, N, Y.



## R BELL

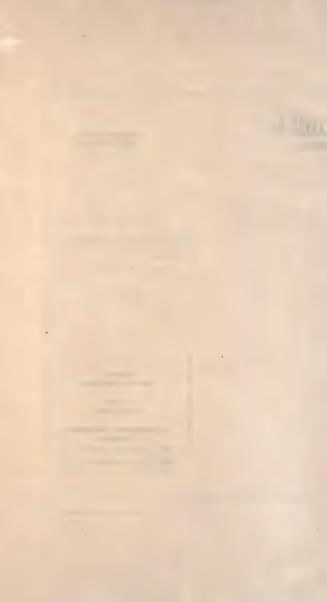
UILDING

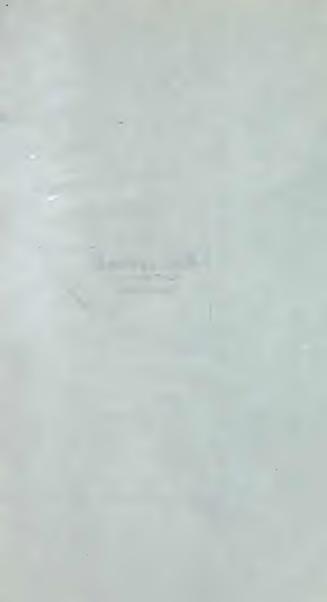
Superior Cuts for Retail Advertisers

Paper Second-Grade Bond

> Type Powell Series

#### Approximate Printer's Charge





Wanderford ADVERTISING Dayton, Ohio

ord o

## Paper

Second-Grade Bond

Printed from a cut made from drawn design

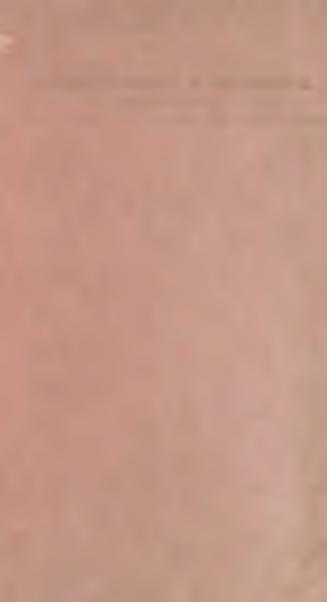
#### Approximate Printer's Charge

| 1,000 Letterheads | $(7 \times 10),$ | 1 |        |
|-------------------|------------------|---|--------|
| 1.000 No. 6 or 61 | Ravelones        | i | \$3.30 |
| color             | Envelopes,       |   | \$3.00 |



## To HORATIO A. VANDERFORD, Dr.

412 Union Trust Building



## HORATIO A. VANDERFORD

ADVERTISING SERVICE SCRANTON, PA.

Fig. 6

## Horatio A. Vanderford

ADVERTISING

SCRANTON, PA.

Fig. 7

MAGAZINES NEWSPAPERS OUTDOOR STREET CARS ADVERTISEMENTS BOOKLETS CATALOGS CAMPAIGNS

## The BALDWIN COMPANY

Advertising Service

Represented by GEORGE A, BALDWIN Union Trust Building BUFFALO, N. Y

206 §26

Fig. 8



Massachusetts, and The American Printer, of New York, are useful to a student of typography. System, of Chicago, a general business magazine, publishes much of value to advertising men; so does Salesmanship, of Chicago.

22. A beginner that expects to make a specialty of dry goods will do well to study the Dry Goods Economist, of New York; one intending to make a specialty of shoe advertising should subscribe for and study some publication like the Shoe Retailer, of Boston; and so on. There are good trade journals devoted to hardware, furniture, men's wear, groceries, jewelry, and all the other principal branches of merchandise. These trade publications are intended for the retailer and sometimes contain more technical information than the ad-writer could expediently put into his work. but they give information about the construction, material, style, and selling points of goods that is often more valuable to the ad-writer than it is to the retailer; besides, these publications contain a great many useful sales experiences, and publish good articles on store management, systems, etc. Some of them publish model advertisements in their particular lines and run departments of advertisement criticism.

As the beginner with a small capital could not afford to subscribe for all of the helpful publications, the best plan would be to send for sample copies and to subscribe only for those which he feels would be worth most.

#### SOLICITING BUSINESS BY MAIL

23. File of Names.—As it is not always practicable for an ad-writer to call on advertisers in near-by towns, it is necessary for him to have a system of soliciting business by mail. He should maintain a card file or some other list of names of all the advertisers in his territory, and from time to time should circularize this list with advertising matter intended to arouse interest in, and create a demand for, his work. A good plan is to send specimens of the work he has done for some of his customers. If, for instance, he under-

takes to furnish a retail advertiser with a thousand folders or mailing cards, he can secure a few hundred extra for his own use at very small cost, and send one to each of his prospective customers. This will demonstrate to them that some leading advertiser finds it profitable to use his services. Such a system will enable him to interest advertisers in his proposition, so that when he does call on them he will get enough business to warrant the expense of the trip.

Form Letters.—The best way to bring your business to the attention of advertisers is to send out a series of carefully prepared form letters, and to supplement this later by folders, mailing cards, and samples of work done for other advertisers.

Following is a suggestion for the first, or introductory, form letter, which may be either typewritten or printed by one of the various systems of imitating typewritten letters. In the latter case, the name and address would be filled in on the typewriter.

April 20, 1908

Dear Sir:

What would it mean to you if your advertising were just twice as effective as it now is -- if it brought just double the results?

Figure it out.

White space is nothing but white space; its value depends solely on what you put in it. It costs no more to publish a good advertisement than it does to publish a poor one.

Successful advertising necessitates an intimate knowledge of the business, of course; but human nature is much the same everywhere, and the fundamental principles of effective advertising are the same in all cases. Advertising is itself a great science. I have made a careful study of advertising in all its phases and am as familiar with advertising as you are with your business.

Suppose we work together. Let me see and study your goods, tell me what your experience has been, and let me ask you or your best salesman any questions I wish to ask. My skill as a writer, my knowledge of the best means of advertising, and my ability in displaying effectively will then enable me to produce advertisements that will sell your goods and sell them quickly.

It would do me no good to make these claims if I could not "make good" my claims. I want to talk with you about your advertising. May I?

Just write on the enclosed card "You may call," sign your name, and mail it. This puts you under no obligation, because if I cannot prove to you that I can help you to do more business, you do not have to pay me a cent.

Very truly yours

The card enclosed should be addressed to the writer of the letter.

As soon as this first letter is sent to the advertiser, a notation to that effect should be made on the list of names of prospective customers. Whenever any portion of the follow-up system is used, it should be similarly noted on the record, so that the writer will not be dependent on his memory as to what steps have been taken to interest any particular advertiser. Each advertiser that replies to the first letter should, of course, be handled according to his particular case, and it will not be necessary to follow up his name with further form letters. A second form letter should be sent to all that fail to reply to the first. Such a letter might be worded as follows:

April 30, 1908 Dear Sir:

"We are very well pleased with the work you are doing for us." That is what Smith & Co. say after one week of my service. Do you think Smith & Co. would say this if I had not made good my claims to increase the selling power of their advertisements?

Don't you believe that a man who devotes all his time and thought to advertising can do better advertising work than one that does not make such work a specialty? Isn't this logical?

I study the business and goods of each of my patrons exhaustively. The kind of service I give prevents waste, and makes every dollar of money and every inch of space do its best.

The enclosed specimen of my work may be faulty, because I have already told you that I can't do my best work until I can study your goods and talk with you or your salesman; and you haven't invited me to do that yet.

How does this appeal to you? I want one shoe store on my list (I serve only one store of a class--never serve competitors), as I have some good ideas on shoe advertising. I'll write half a dozen advertisements for you. If you are satisfied with them, we'll then talk about terms. If you are not fully satisfied with the advertisements or what I think is a fair price for my service, we'll just drop the subject.

May I expect to receive an invitation from you? Very truly yours

The preceding letters are offered as suggestions, not as forms that should be copied word for word. A soliciting letter should reflect the individuality and ability of the writer.

Booklets, folders, and proofs of good advertisements that the writer has prepared for other advertisers make effective enclosures.

25. Mail Folders and Cards.—One or two mail folders may profitably be used by the ad-writer, provided they are original and forceful. If folders are deemed too expensive, a series of mailing cards may be prepared, using good colored stock, bearing on the back some attractive illustration and strong copy. These folders and mailing cards must, of course, be very attractive, for they will be regarded as specimens of the ad-writer's skill. This does not mean that expensive or elaborate printing is required. On the contrary, if an ad-writer can get up something very attractive that can be produced cheaply, it is an evidence of his skill and economy that will appeal to the advertiser.

In Fig. 9 is shown a reduction of a page advertisement in a trade paper. This advertisement illustrates an excellent idea that might be adapted to a mailing card for soliciting ad-writing. The four pages of the Power circular reproduced in Fig. 10 (a) and (b) are also suggestive. Figs. 11, 12, 13, 14, and 15 are examples of circular matter that could be used advantageously by the ad-writer under certain conditions. Figs. 11. 12, and 13 show only the matter and the typography -not the stock. Such pieces of printed matter as those suggested by Figs. 14 and 15 are unusually convincing, because they give specific examples of the advertising man's work. These examples should not be copied; they are given merely as suggestions. The body matter in the specimen of good copy shown in Fig. 14 is set in 6-point in order to get the circular down to the size of the pages of this Section; the original size of the body type was 8-point.

All specimens of the ad-writer's work should bear either his monogram or his name. Neither of these needs to be conspicuously placed, but will serve as a means of identification, and will prove to be good advertising.

26. Taking Care of Customers.—It is folly to spend a lot of time and money securing business, only to neglect it. The ad-writer should aim to secure only as many customers as he can care for properly and hold permanently. This can be done only by giving perfect satisfaction—by

# Make your newspaper

What's the use of digging down and paying the printer unless your advertising pays you?

And what's the use of stopping your ads, and saying, "Oh, advertising does n't pay," when you can make it fairly drag folks into your store?

Our book on advertising written by the Keith's Konqueror Adman, will enable you to publish small ads that are at least as clever and profitable as Rogers, Peet & Co.'s and Tom Murray's.

Our "great idea" for window talks will crowd the sidewalk before your windows.

Both of them are free - if you sell Keith's Konquerors.

Keith's Konquerors are the best \$3.50 shoes that ever covered men's feet.

Why don't you write?



## Preston B. Keith Shoe Co.

CAMPELLO, MASS.

## CONCERNING CRUSOE



One of the most persistent advertisers in the history of success was Robinson Crusoe.

He knew what he wanted—a ship—and he put up an ad for one.

He flung a shirt on a pole, at the top of his island; that, in the language of the sea, was plain to every seafaring man.

The circulation was small, there was no other medium, but Crusoe kept at it, despite the fact that he got no inquiries for a long time.

He changed his copy—as one garment after another was frayed out—and in the end got what he wanted, was happy, and

His name and fame have come down the ages.

Fig. 10 (a)

There was only one "possible" for him and he got that -not at first, but in the end.

You are much better off than he.

Your ad in POWER, for December, will reach 35,000 people, some of whom want your goods.

Your chances of success are thousands to his one, but

Your chances of failure are the same as his.

Suppose R. C. had taken down that signal after, say, a year and declared, "Advertising doesn't pay."

Where would he and his story be now?

Put up your signal and keep it there.

There will be a surprising number of ships cruising around this fall that will be glad to call in and take you off the island of dullness.

Crusoe advertised under very discouraging circumstances.

You've got a sure thing. POWER wants a good, big ad from you for the December issue and believes she can make it pay you.

Shall we call, or will you send it by mail?

You will get the best any way you do it.

Do it now.

## POWER.

World Building, New York.

# The Way to Keep Moths Out of Goods



MERCHANT once asked an enterprising acquaintance if he could tell him how to keep moths out of his stock of goods. "Sure,"

was the answer, "just advertise."

But space in a newspaper is only space. Its value depends on what you put in the space. You can get the full worth of your money only by giving careful attention to your advertising.

Perhaps you haven't time to write good advertisements. Then don't substitute a few cleverly turned sentences and general claims for real information. Let me come to your place of business and study your goods or your service from the prospective customer's point of view. Let me dig for the interesting facts—the things that will make people want to do business with you.

I've had long training in the selling of goods by the "salesmanship-in-print" method. If your sales are not what they should be, I can help you.

May I call for a talk?

FRANK J. DELANEY
Connell Building

# The Case of the Advertiser Versus the Lawyer



OMETIME ago a lawyer said: "Well, I suppose I see advertisements, but really I don't believe they have any effect on me. I never buy a thing because I see it advertised."

"Is that so?" replied his friend. "What make of hat do you wear?" "Stetson," was the reply.

"What brand of shirt?" "Manhattan."

"What kind of collar?" "Cluett."

"What clothing?" "Kuppenheimer."

"What shoes?" "Regal."

"That's all," said the questioner, laughing, "except that I noticed you signed that letter just now with a Waterman Fountain Pen."

The lawyer, like thousands of others, was wearing from head to foot purchases made as the result of the unconscious effect of advertising.

Advertisements help people to decide what clothing to wear, the kind of food to eat, what furniture to buy, and so on.

In the old days, people were expected to go to the stores for information. Today it is safe to say that shoppers make up their minds wholly or partly about half of their purchases before they start out to buy.

If you'll allow me, I'll make your goods or your service as well known locally as the goods mentioned above are known nationally.

FREDERICK FARNHAM, "The Silent Salesman"

118 Main Street Telephone 308

maintaining always the highest efficiency in his work. Every advertisement should be the best the ad-writer can write, as he never can tell which one may be considered by a prospective customer as a fair sample of his work. He should be constantly on the lookout for new ideas, new cuts, or anything that will enable him to improve the service he gives to customers. He should be systematic in his business

WHEN you are sued, or need legal advice, you call on a man versed in the law.

When you are ill, you send for a man who has studied and practiced medicine.

When you have a catalog, a booklet, or an advertisement to write, or want a plan for promoting something, isn't it reasonable to suppose that you will save time, trouble, and money by sending for an advertising specialist?

# FREDERICK FARNHAM "The Silent Salesman" 118 Main Street Telephone 308

Fig. 13

methods, keep accurate accounts of all his dealings, and pay his bills promptly.

A reasonable amount of system is a very valuable thing in any business, although in these days, when large concerns are engaged exclusively in furnishing office equipment, card files, etc., there is a tendency to overdo the matter of system. The ad-writer can get along and make a living without an A Few Tips

Talk No. 1

# A Few Tips on

Advertising is the steam of business. Your star salesman cannot talk effectively about your commodity to more than two or three people

Stylish 3-Button -Sack Suit

It will be just the thing with young men this season. In one of the new serges or worsteds it will be a handsome suit—that is, fi it's one of ours. Medium long lapel. Coat just long enough to have a distinctive, dressy appearance.

# Made to Measure For \$18

Note the fine tailoring of the shoulders. Illustration is drawn from a photograph of one of our suits. Our cutter brings in the waist-line just right doesn't get the overdone, effeminate effect. Come in and get

samples of new suitings and a copy of our new Style Book. Open Wednesday and Saturday evenings until nine.

## Barnhart & Mosher

25 BROADWAY

at a time. Through the right kind of advertising, you can tell thousands of people about your goods or your service. No advertiser should be satisfied with merely keeping his name, or his name and the nature of his business, before the public in an advertisement of the uninteresting standing-card style, when he can get this general publicity with advertising of the informing style and at the same time tell facts about his commodity that will bring direct sales.

"Let the goods talk." Let your advertisement be a bit of interesting store news, just as you would tell it over the counter. When you merely claim that you have the best line, that your workmanship is faultless, or that your prices are the lowest, you are asking people to take your word for an exceedingly broad statement; they are not likely to do it. It's surpris-

ing, though, how even a little space, if it is filled with interesting matter, will be seen and read. With a good heading and skilful display, a

# fective Advertising

small, well-written advertisement may be made to attract much favorable attention. See the example on the left-hand side.

It's a fact, however, that few advertisers know how to make their own goods talk or how to get illustrations that really illustrate. "Making goods talk" is my business. I can find what will interest the public, and I can tell it convincingly. The Barnhart & Mosher advertisement shown here is an example of my work. There's nothing about this advertisement that makes people say, "How clever!" or "How cute!" It merely makes young men think, "I guess that will be the suit for me." Honestly, doesn't it make you feel that way? Mr. Mosher won't let me tell how many suits the advertisement sold; he's afraid other tailors would be after me! But compare my work with the syndicate advertisement. Yes, the syndicate stuff is cheaper than my work, but-. Will you let me call for a talk about your



## Considering the Question.

A good many men, about this time, are considering the question of suits for summer. Let us persuade you to consider our guarantee of

> The Choicest Materials, The Correct Styles, Superior Workmanship, Faultless Fitting.

That graceful, easy, stylish air which we give garments cannot be successfully imitated in ready-made clothing.

BLANK & BLANK.

Broad and Main Sts.

advertising? A talk will not place you under the slightest obligation.

FREDERICK FARNHAM. "The Silent Salesman"

Telephone, 308-118 Main Street



The Bargain Sale

Talk No. 2

# The Right Kind of Bargain Sale

to buy something they want at a price a little lower than usual. The bargain idea is one of the greatest business producers, but it is so TOTHING appeals more strongly to most people than the opportunity

grossly abused that it has its dangers. Remember that sales from reduced-price goods are not likely alone to make the store a lasting success.

Unless the bargain sales are conducted so skilfully that many of the purchasers are likely to become regular customers, little good comes of offering reduced and a second of the conduction of

duced prices.
Rightly conducted, the special-price sale gives the merchant opportunity to dis-

# Sample Shoes, \$3

Regular Prices, \$5 to \$6

We have about enough left for a day's selling. A manufacturer's sample line. Not a lot of shoes made up to sell for a low price, but the best the manufacturer knew how to turn out and by which he marketed his entire product. Excellent shoes in all the latest shapes and leathers. No reason in the wordd why they should not bring full price except that we have only one or two of a style and they are confined to sizes 46, 7, and 73. Patent Leather, Vior Kid, Gru Metal, Box Calf, in laced.

button, and blucher styles.

If you are a judge of shoes you'll see the value when you look at these. Not a shoe in the lot worth less than \$5, many of them worth \$6. We

Eighteenth and Main Streets

THILIT KIRKMYER & SONS

מרכינותם, כעת מוצרם, overstocks, slow-sellout-of-date patterns,

ing goods, etc., at or

near cost; and it gives him a good chance to add to his list of regular customers.

You are doing a good business, perhaps, but there are hundreds of people that should be customers of yours that have not acquired the good habit of coming your way. The "just-remember-me-when-you-need-anything-intific salesmanship in type and picture; few people know how to prepare such my-line", kind of advertising won't bring them. Effective advertising is scienadvertising.

upstairs—that should be turned into cash at special prices, and that can be turned into cash at special prices with general benefit to the business if you'll I'll not make you appear ridiculous. I'll merely tell the buying public the let me take charge of the sale. I'll not exaggerate. I'll not be sensational. truth, but I'll tell it in such a way that people will believe and come to buy. Part of the extra profit will pay for my service. May I come in to help find There are goods in your store now—in the front room, the back room, or the bargains and to explain how they should be offered?

# FREDERICK FARNHAM, "The Silent Salesman"

Telephone, 308-118 Main Street



elaborate system, but he must get business. Therefore, the business should come first and the system afterwards. Until the business gets large, all the ad-writer will need will be a cash book, a journal, and a ledger, in which he may keep his accounts. In addition to the card file of prospective customers, he will need a file of all his active customers.

27. Agency for Novelties, Etc.—It is possible for an ad-writer to pay part of the running expenses of his business out of commissions that can be made on the sale of advertising novelties, fans, calendars, etc. furnished by various manufacturing concerns. A line of samples is all that is required for this work, and it can be conducted without interfering in the least with the ad-writing.

## HOW TO GET A POSITION

28. In looking for a position in the advertising world, the first requisite, of course, is that the applicant be able to do good work. No man should seek a position that he knows he cannot fill satisfactorily. Nowadays, business men look up the record of any man whose employment they are considering, and it is not well for the man if the prospective employer learns that he has been found unsatisfactory in some other business; the applicant will at least have to explain why he left his last employer.

Then again, if a man takes a position that later proves too hard for him, he is likely to lose confidence in himself, and, nowadays, self-confidence is perhaps the most important qualification for any person that wishes to succeed. No one believes in a man that does not believe in himself. No employer wants a man that merely thinks he can do something; one that knows he can is the one that is wanted. It is not sufficient for an ad-writer to say that he is a graduate of a school of advertising. A man might be a graduate of the best school or college in the country, and yet be unable to earn more than a dollar a day. No amount of schooling will take the place of brains or energy. A diploma from a

school of any kind is simply evidence that the possessor has made an effort to acquire a technical knowledge of the profession in which he proposes to succeed.

The only thing that interests an employer is the kind of work that can be done by the applicant for a position. So, before you can expect to get a position, you must show your prospective employer that you are capable of earning the salary that goes with the position. You must convince him that you can successfully and profitably advertise his business and that your advertising will sell enough goods to more than pay your salary and the expenses attendant on your work.

The inexperienced man should not expect to get a position as chief copy-writer for a leading agency or a position as advertising manager of a large department store. He should try either for a position as ad-writer, ad-solicitor, or advertising manager of a small- or medium-sized business, or for a position as assistant to the advertising manager of a large firm. As he gains experience, he may properly aspire to something higher.

It is sometimes necessary for a man whose previous business experience bears no relation to advertising, to make a temporary sacrifice of salary in order to enter the advertising field. He may, for example, be working as a railroad clerk at \$75 a month. Unless he should be able to find a position as advertising man for a railroad company, his railroad experience will be of little value in his advertising work, and he may have to take a position at \$50 a month. But the ultimate outcome-not the immediate reward—should be the chief consideration. A position that pays only \$10 or \$15 a week but which opens the opportunity to climb to several thousand dollars a year, or perhaps even more, is better than a position at \$75 a month that affords no opportunity to get above \$100 a month. A great many beginners hinder their chances for success by expecting too large a salary at the outset.

29. Different Plans of Getting Positions.—A salaried position may be secured in various ways: (1) By

calling on or writing to those who advertise for help; (2) by applying by letter or in person to those likely to need such service as the applicant can render; (3) by advertising in the advertising trade papers or other trade papers; and (4) by registering with employment agencies. The different methods are listed in the order of their importance. It is well enough to register with all employment agencies that will wait for their fees until they have actually assisted the person that registers with them to secure a position, but great care should be taken to find out what service will be rendered before paving anything more than a nominal fee to those who demand compensation before bringing the applicant and the position together. The student of advertising should not depend on any employment agency. His business is that of advertising and promoting, and he should have ability enough to market his own services. To assume a helpless attitude and look to friends or bureaus to sell his service is a confession of weakness.

Strong letters to those who advertise for advertising men and to those likely to be able to give employment should prove fruitful. The applicant should send specimens of his printed work or work that he has laid out carefully. It costs little to have a good advertisement set up and to get a hundred proofs on book paper to use as enclosures in letters of application, and as few applicants take the trouble to do this, the one that does has a decided advantage. One first-class specimen of work is better than a bundle of mediocre specimens. Every ad-writer should keep a complete scrap book of all his best published work, in order that he may show it when proof of his ability in this direction is required.

Be confident in dealing with prospective employers but do not be a "know-it-all," for the wary advertiser is likely to set a trap for the person that thinks he knows everything. The capable novice may ask for a reasonable compensation for his services, but he should not expect to receive the pay of an experienced man. Neither the salary nor the hours of a place should be as important as the opportunity to get good experience and to advance.

36

30. Advertising for a Position.—It does not cost a great deal to insert a classified advertisement or a small, displayed advertisement in one of the advertising magazines or some other trade journal, and it is possible to get in touch with a good position by this method.

When he who knows, or thinks he knows, just how advertising should be done, starts out to advertise his own ability he should give a demonstration of effective advertising. Advertising service is a commodity just as much as shoes or canned beans or laundry work. If the writer of advertisements or the planner of advertising campaigns does not, by the advertisements of his own service, impress the business men favorably, the chance for convincing the business man that the writer can help him is not good.

Remarkable as it may seem, few advertising men-whether seeking a salaried position or trying to sell special service of some kind-follow the plain principles that they preach to advertisers. They tell the advertiser that he should make definite points rather than general claims, that earnestness and a few paragraphs bristling with interesting facts are worth a great deal more than twice the space filled with clever or smart statements. Yet it is rare that the ad-writer in his own advertisement scores so earnestly and convincingly that the employer becomes interested. The difficulty seems to be that the ad-writer rarely puts himself in the advertiser's place-does not seem to ask himself, "Now, how will this idea or statement strike an advertiser who perhaps has been discouraged and disappointed several times, who thinks he knows his business well, and who is continually solicited by 'smart' persons who want to show him how to promote his business?"

It cannot be successfully denied that a certain class of business men are attracted by cleverness, and it is not safe to say that all clever efforts are inadvisable. But in any case care should be taken to be rational. If the applicant can be clever while being earnest, there is no objection to the cleverness. It is an advantage to be different if being different means greater effectiveness.

31. Examples of Advertisements of Advertising Ability.—Fig. 16 is a reproduction of a number of advertisements (most of the addresses have been omitted) that have appeared in various publications devoted to advertising. All of these advertisements are weak in some respect. In the advertisement at the top of the list, "Expert" boldly

> A DS-I CAN MAKE A QUICK SUCCESS OF ANY unsuccessful mail-order business. Send for free booklet. EXPERT.

> AD-WRITER OF EXPERIENCE DESIRES TO handle copy end for few good firms (any line). If my ads are not better than your competitors they cost you nothing. Address.

> FOR \$3 I WILL WRITE YOU AN AD OR CIR-cular to quickly pull \$100 worth of business. Unsuccessful mail-order men can make big money by writing me. Send for free booklet. WILSON.

> A DVERTISING MANAGER WILL HANDLE ONE account in spare time. Ads, Cuts, and Booklets that get the business, my forte. Moderate salary. Remember, I want but one account. E .-

> YOUNG MAN HAVING COMPLETED A COURSE in ad-writing, is in a position to plan and produce profitable advertising. Will write copy for a limited number of advertisers. "E. P. C."

WRITE, DESIGN, AND PLAN ADVERTISING matter, both by contract and by the piece. Sample ad only 25c. Write Specialist.

AN OPPORTUNITY TO WRITE BUSINESS-GET-ting advertisements for progressive business men. Cuts furnished free. G. A. C

AD-WRITERS ATTENTION—I HAVE JUST COM-pleted course in ad-writing, and am looking for a position in this line, affording the opportunity to take over a part interest in the business. Location in the Middle West preferred. Address "INFEREST," care of—

GOOD PRACTICAL ADVERTISEMENTS WRITTEN for any line of business. Folders, cards, and newspaper work. B. A. L.

MAIL-ORDER CATALOG, EDITOR, COMPILER, Merchandiser, Ad and Follow-up Writer. Get an expert while you can. Address "Results,"

AD-WRITER DESIRES POSITION; TRIAL PROVES ability. WILLING,

Fig. 16

asserts that he can make a quick success of any unsuccessful mail-order business. This statement may appeal to advertisers who expect the impossible, and as it was probably intended to appeal to that class, it may have been successful, but such a statement surely will not command the interest and confidence of the thoughtful business man, for no advertising

man can make a success of every unsuccessful venture. To make such a claim is to court discredit. The second advertisement in the list is too general to make an impression. The third advertisement makes too strong a statement to command confidence from conservative readers. The fourth example merely sets forth the claim that the manager's work will "get the business." The claim, being unsupported by fact or reason, is weak. The fifth example makes a leading point of the fact that the young man is a beginner-an injudicious thing to do. This beginner need not have stated that only a limited number of advertisers' work would be taken; having started wrong, there was not the slightest danger of his being overwhelmed with work. "Specialist" begins with an uninteresting detail and then sets a price that does not support his claim to be a specialist. "G. A. C." tells advertisers that they have an opportunity to get his service, evidently expecting that they will hasten to take advantage of the opportunity. "Interest" shows his ignorance of conditions by expecting some one to give a part interest in a business to a man whose only qualification seems to be that he has completed a course. If the course has developed any special ability or the man has had any special experience, the facts should have been stated. "B. A." claims that he can write good, practical advertisements for any line. The statement may possibly be true, but it lacks the definiteness necessary to make an impression. The advertiser is more likely to be interested in the statement of some one who tells about special ability or experience in advertising articles or service such as the advertiser sells. And this suggests that ad-writers do well to specialize on certain lines of work and to advertise these specialties. A financial advertiser is likely to be attracted by the fact that an advertising man has had special experience in financial advertising; a real-estate agent will be attracted by the announcement that the ad-writer specializes on real-estate work; and so on. "Results" starts out well, but weakens his advertisement by the sentence, "Get an expert while you can." "Willing" shows by his advertisement that he

knows little about the writing of good copy, for his leading point is that he wants a position—a point of no interest whatever to an advertiser.

L AYOUT MAN-YOUNG MAN, 26, ESPECIALLY well qualified for laying out fine printed matter, and who is a tactful solicitor, wants a position with a well-equipped printing house or in the advertising department of some concern that wants A No. 1 printing. Address "T. H. M.," care

CAPABLE ADVERTISING MAN, 35, MARRIED, experienced in mail-order, circular, letter, tradepaper, newspaper and outdoor publicity, seeks position in New York City after August 1. Refers to present employer, whose business was increased 20 per cent, during last year. "Reliable," care

OPY-WRITER AND CORRESPONDENT, 21 YEARS old, wants position with mail-order firm or advertising manufacturer. Can send specimens that show marked skill as writer of sales letters and other copy. Good sys-temizer. Thorough office experience. Optimistic, hus-tling spirit. Doesn't mind long hours. Salary, no object. "Young man who wants a chance," care—

A DVERTISING MAN EXPERIENCED IN CATALOG A and booklet compilation open for position. Wide knowledge of type faces, sizes, styles, and cost or printing. Writer of forceful copy. Reasonable salary until worth is proved. Further information, address CATALOG,

SOLICITOR WITH FIRST-CLASS RECORD WITH daily in town of 5.000 wants to hear from publisher of a large daily who needs a man that can create business, Can plan campaigns and prepare copy. Now earning \$20 a week on commission basis. Clean habits. HUSTLER,

HIGH-GRADE STENOGRAPHER, YOUNG MAN OF 20, who, has been a hard student of advertising for a year, wishes to get with a progressive advertising agency where he will have an opportunity to see things. Strong in English, and has good address. Can write good copy for advertisements, letters, and booklets, is proficient in proof-reading, etc., but doesn't think he knows it all. BEN PIT. 111 Elm Avenue, Cortland, N. Y.

OMPETENT ADVERTISING MAN WITH EXCEPtionally good descriptive vocabulary; working knowledge of printing, illustrating, engraving, electrotyping, experienced in publishing and editorial work; knows circular, letter, follow-up, outdoor, newspaper, and periodical advertising. Would be especially valuable to concern using large quantities of printed matter. Am worth more than I expect to get—at-first. If you think you might use me, address Chas. S. Amherst, 88 Eighth St., Columbus, Ohio.

"THE ADVERTISING OF INVESTMENTS" IS THE title of a booklet that I send free to those having investments to advertise. It contains some "shop talk" investment advertising being my specialty-but it may save you money. A. D. Mott, Majestic Bldg., Detroit, Mich.

### Fig. 17

There seems to be an unfortunate tendency on the part of beginners to call themselves "experts." Such terms may appeal to new and small advertisers, but they do not make the right kind of impressions on experienced advertisers, unless the one who makes the claim is really an expert and can prove his claim.

There is no need to be ashamed of being a beginner. All advertising men were once beginners. But it is a disadvantage to be a beginner when there are experienced men

in the field, and if the beginner is wise in his dealings with most advertisers he will not make a leading point of the fact that he is a beginner. The important thing for the ad-writer to do is to tell definitely what he has done, what he can do or what he thinks he can do, and ask a chance to prove his ability. If it becomes advisable for him to talk about the course of study that he has completed. he should show that he values

## WANTS POSITION IN ELECTRICAL WORK

Single man, 30 years old, with two years at Lehigh in electrical engineering and a comprehensive engineering and a comprehensive knowledge of advertising, wants position where he can devote his energies to promotion of elec-trical products. Hard student and worker. Familiar with trade-paper field. Interesting specimens of work sent on request.

Dynamo, care\_

Frg. 18

## Is this

## YOUR Young Man?

There's a young man in Chicago who wants to become connected with a publication that has real advertising to sell, like —Everybody's —McClure's —Saturday Evening Post;

—Saturday Evening Post;
or, with an advertising agency that
offers real service, like—
—Calkins & Holden-N. W. Ayer & Son
—Long-Critchfield Corporation.
Briefly, his specifications are: 22 years
old; 4 years' experience in the newspaper
and advertising business; 2 years as
advertising solicitor and general utility
man on a small morning daily (3,000 circulation); 2 years in various capacities
charge for the control of the control of the
cellionial end of the business departments, and more recently as advertising ments, and more recently as advertising solicitor.

He has written a limited amount of advertising copy (some of which has been called good), has had experience been called good), has nad experience as a reporter; is thoroughly accustomed to meeting people (but isn't what is generally known as "smooth"), and in a small way, has been a successful busi-ness developer.

ness developer.

One man, under whom he worked for 14 months, has written: "He has demonstrated his integrity, energy, persistence, and loyalty to a degree that means much for the future." And the publisher of that small daily: "He has the capa. bility to make good in any line associated with the advertising department of a publication.

publication."

His present salary is \$25 a week. He is willing to leave Chicago, if necessary. The opportunity he is looking for is an exceptional one; but he believes he is that kind of a young man.

Address F. H. S., care Printers' Ink.

Fig. 19

it only at its true worth, that he does not believe it taught him all there is to be learned about advertising.

Figs. 17, 18, and 19 are examples of effective advertisements of advertising service. Note that these advertisements deal with specific qualifications. They are likely to strike the "responsive chord" in some advertiser's mind. Fig. 19

is unusually long for an advertisement of its class, but it is unusually strong. It draws a faithful pen-picture of a young man who has the knowledge, the experience, and the spirit to make a success.

32. Importance of Having an Interview.—By all means go to see the person advertising for assistance or needing it. If you can afford it and the opportunity seems to be what you want, offer to go for an interview at your own expense. No man is likely to engage an employe for a responsible position before seeing him. By taking the initiative and offering to come on immediately, you may get ahead of some other man that writes the advertiser that he will come on if his expenses are paid. In going for an interview, take along a scrapbook of your best work, also any letters you may have from advertisers telling about the results of your work.

When you are asked to call for an interview, your personal appearance and your conversation should be such that the favorable impression will continue. You will be observed critically. Don't go with the smell of liquor on your breath or with cigarette-stained fingers. Have your hands and finger-nails clean, your face well shaven, your shoes polished. Let your collar, shirt and cuffs be spotless, your hat and coat brushed. If you haven't already learned the fine art of courtesy, it is high time to begin. Politeness is a valuable business asset. When an applicant closes the door carefully and immediately takes off his hat, showing well-brushed hair, he has made a good start. Little things count. A capable applicant once lost his chance at a good position because he nibbled his finger-nails while awaiting his turn to talk.

The interview does not, however, take the place of a letter, for a man's chance for an advertising position depends largely on his written work. Let your written application be complete and to the point. Then be quick to supplement this with an interview, which will bring your personality into play and strengthen your cause—if you have an attractive personality.

33. Letter of Application.—A great deal depends on your letter. You cannot expect favorable consideration if your letter is poorly constructed, badly punctuated, or contains misspelled words. Try to be clear. Don't be humorous or too clever. A typewritten letter is better than a pen-written one. Don't use hotel or club-room stationery. Send copies of your indorsements, but don't send too many. Get indorsements that tell something about character, ability, experience, or good work.

Don't be content merely to write that you want a position. If you are energetic, free from bad habits, have had special experience of any kind or can do something particularly well, don't leave it to the prospective employer to guess all these things. It is better to give a brief list of your business connections, telling why you made each change. Remember, however, that to make mention of too many changes is not an argument in your favor.

34. Letter in Answer to an Advertisemet.—The kind of letter to write in reply to an advertisement depends entirely on the advertisement. The advertiser knows what he wants and will give details in his advertisement; the reply should meet the points of the advertisement fully and squarely. If the advertiser asks age, experience, details of education, etc., care should be taken to see that the information is given. Much is said nowadays about the value of the short letter, but while the applicant should avoid repetition and should omit unessential details, he should tell the advertiser all that is desired if it requires several pages.

Suppose you desired to write a reply to the following advertisement:

WANTED.—Young man with sound advertising ideas, as assistant to advertising manager of large manufacturing concern, Must be good correspondent. Experience in any kind of advertising work will be helpful. Give full details with first letter, state salary now received, salary expected, age, etc. A. B. C., care of Printers' Ink.

The fact that this advertiser is a manufacturer and needs a good correspondent gives a strong opening to an applicant

that is a good correspondent. A letter something like the following should command favorable attention from the advertiser:

A. B. C., Care of PRINTERS' INK. New York, N. Y.

Dear Sir:

The position you advertised in PRINTERS' INK seems to be just what I want, and I hasten to reply.

I have had no practical experience in advertising work, but I am a good correspondent, with experience as such, and I feel that my judgment in advertising matters is sound. For more than a year I have been a close student of everything relating to advertising, have completed a correspondence course in advertising, and have read everything I could get hold of in the way of advertising books and magazines.

I am twenty-two years old, and am not married. My position at present is that of a bookkeeper with Mertz & Co., of this city, which position does not afford any opportunity to prepare advertising matter or advertising plans. It, furthermore, does not afford any opportunity to advance, and even if I have to make some temporary sacrifice of salary, I want to get where I can get experience and be able to do some creative work.

I am at present receiving \$65 a month. I feel that my general business ability, coupled with my ability as a correspondent, warrants my asking for that salary in taking a new position; but if the place you have to offer is -- as I believe -- the kind of place I am looking for, we can certainly agree on the salary question.

With this letter you will find some carbon copies of letters I have written. I now dictate most of the correspondence of Mertz & Co. I feel thoroughly capable of taking charge of the correspondence of any firm where the subject matter is familiar or is such that I can become familiar with it. These letters will give you an idea of my style.

I attended the Temple Business School, of Philadelphia, nearly a year, studying bookkeeping, business law, and English composition. Since leaving school, I have studied persistently everything that promised to be helpful to my business education. I was for a year with Milburn & Co., of this city, as assistant bookkeeper, and then took my present position.

I can refer you to my present employers, to Milburn & Co., and to Mr. Samuel Elkins, publisher of THE EVENING ITEM, of this city, who has been very kind to me during the study of my advertising course and who is familiar with my ability and reliability.

Note the enclosed original advertisement for a manufacturer of this city. This will give you a little idea of my advertising

ability.

I'd like to have the privilege of talking the matter over with you, and if you are where I can reach you, will arrange for an interview.

May I hope to hear from you soon? Yours very truly

35. Unsolicited Letter of Application.—A letter that is not an answer to an advertisement need not give as many details as one that is sent to a prospective employer advertising for help. The following is a good example of a letter written to a firm that has not advertised for an ad-writer, but may possibly be able to give employment to one:

Mr. Walter Hammond, Advertising Manager, Williams & Brown, Newark, N. J.

Dear Sir:

Will you please consider me the first time there is a vacancy in your force of assistants?

I am at present employed with Ennis, the Downtown Haberdseher. 88 Nassau street, New York, where I have been for the last three years as clerk. For a year I have been much interested in advertising, have completed the Course of the International Correspondence Schools with good marks, and have been studying everything relating to advertising that I could find. My experience in advertising amounts to very little, consisting of only a few advertisements that I have prepared for Mr. Ennis. This store does so little advertising that there is no chance for me to develop here. That's why I want to get where I can have a chance to do more.

The enclosed advertisement, which is entirely original work, will give you some idea of my style. I think my experience in the store here would enable me to write the men's furnishing section of your copy in a satisfactory manner. I am familiar with dry goods generally and if you could not assign me to the men's furnishing section I feel confident that I could take hold in other departments and do well. I have no exaggerated ideas of my ability, but am sure that I could take hold quickly in a store like yours and prove myself a valuable assistant.

I am a high-school graduate, and am 21 years old. My first position was one for a few months during a busy season with Saks. When they no longer needed me, I came to my present position. I can refer you to Mr. Jacobs, Superintendent of Saks, and to Mr. Ennis as to my ability and my faithfulness to my employer's interests.

Is there anything you could offer me now? I'd be pleased to call on you at any time you can talk with me.

## Very truly yours

The preceding letter is not intended as a form that will suit any particular case, but is offered as a suggestion. Such a letter as this, neatly typewritten and enclosing a carefully prepared advertisement, should attract favorable attention, and in most cases will result in the applicant's name being put on the waiting list. It is a good plan to send out dozens or even hundreds of such letters, securing the names of advertisers from the newspapers or the magazines and selecting those branches in which the applicant feels he can do best. For instance, such an applicant as the one whose qualifications

are described in Fig. 18 would do well to make up a list of electrical manufacturers from trade journals or directories. and to solicit the entire list. Sending two hundred such letters will cost less than \$10, and this expense is little if it will put the writer in touch with a desirable position that will open a useful career. Where many letters are sent, it is sometimes a good plan to have a specimen advertisement set up and to enclose a proof of it with each letter. A specimen of one's work is an actual example and means more than a claim.

36. Preparing for Openings.—The large newspapers, the trade papers of the class of the Dry Goods Economist, the Shoe Retailer, etc., and the advertising publications frequently contain advertisements for competent advertising men and women. While most of these advertisements specify experience, the bright beginner need not become discouraged, for employers specify this qualification only because it usually means a higher grade of ability. If the beginner has the necessary ability and can show that he has, it is often possible to get a position even where experience is specified in the advertisement.

Besides, it is easy for the beginner to get a little experience if he lives in a town of any size. He may, by canvassing, get local advertising work to do that will not only afford practical experience but will give him an indorser.

If asked to call for an interview, you should employ every spare moment before the interview in becoming familiar with the prospective employer's business, so that you may be able to talk intelligently. If you can look up any of his advertising, do so, but be very careful in your criticism of it. for you will probably not know what results it brought, while the man to whom you talk may know. Besides, if he prepared the advertising, he may be sensitive about criticism of it. Therefore, while pointing out as clearly as possible what is weak, you should be tactful.

Make it a point to cultivate the acquaintance of newspaper An indorsement from a publisher counts for publishers.

much. For this reason, the position of ad-solicitor for a newspaper is likely to prove a stepping-stone to higher positions. It not only enables the ad-writer to get the prestige that comes from working for a newspaper and to earn a publisher's indorsement, but it gives him an insight into various lines of advertising and also valuable experience in writing different kinds of copy.

37. Last, but not least, when you have been selected for a position, remember that the battle is only half won. Work without regard for hours until you have a working mastery of the details of the new position.

The successful advertising man has need for positive convictions and the courage to carry out his ideas, but at the same time he must always be ready to listen and to learn. The lowest-salaried clerk with the company may have the correct point of view on some question, while a remark dropped by a buyer of the advertiser's goods may be worth the advertising man's salary for a month. The advertising man cannot cultivate the acquaintance of the salesmen of the company too closely. Whether they are traveling salesmen or local salesmen, they are in a position to give information of much value acquired from their contact with customers. In large mail-order concerns, the correspondents can make many good suggestions about what is needed in catalogs, booklets, etc., for they have to answer the questions that inquirers ask.

Some advertisers allow their advertising managers free rein in directing the publicity end of the business; others exercise a close supervision over the advertising work and the contracts with mediums, requiring the advertising manager to receive the firm's approval on practically all important matters.

38. Opportunity for Women.—There are a number of successful women ad-solicitors, and a bright woman is in no wise handicapped in such work by the fact that she is a woman. The fact is that she can sometimes get attention when a hearing might be refused to a man.

In ad-writing work, a woman's familiarity with such things as household furnishings, and particularly with dry goods and millinery, gives her an advantage over a man; and it is in work of this kind that she has the strongest claims to consideration.

Women, as a rule, give closer attention to details than men, and as they carry on much social correspondence, they are frequently more fluent than men in writing descriptions, which is another advantage. There is, therefore, no reason why a bright, independent, courageous woman may not aspire to any position in the advertising world. There are a number employed in agencies and as advertising managers. The fact that there are women holding successfully almost every kind of position in the advertising world shows that the field is open for others of equal ability.



## A SERIES OF QUESTIONS

RELATING TO THE SUBJECTS
TREATED OF IN THIS VOLUME.

It will be noticed that the questions contained in the following pages are divided into sections corresponding to the sections of the text of the preceding pages, so that each section has a headline that is the same as the headline of the section to which the questions refer. No attempt should be made to answer any of the questions until the corresponding part of the text has been carefully studied.



## FORM LETTERS AND FOLLOW-UP SYSTEMS

## EXAMINATION QUESTIONS

- (1) Explain one way of printing form letters so that a person's name may be inserted in the body matter by means of a typewriter.
- (2) (a) Cite a case where it would be wise to have just one form letter and no subsequent follow-up matter.
  (b) Cite a case where it would be advisable to have a number of letters in the follow-up system.
- (3) What should be the principal point of difference between form letters sent to inquirers and those sent to persons that have not inquired?
- (4) (a) What features should a mailing list possess in order to be valuable to an advertiser? (b) How may the value of a mailing list be tested?
- (5) (a) Would it be advisable to send to farmers, under 1-cent postage, a letter referring to a new seed catalog sent under separate cover and soliciting continued patronage? (b) Should 1-cent or 2-cent stamps be used in sending a circular letter about a high-grade encyclopedia to prominent persons?
- (6) What is the most important thing to be kept in mind in writing the beginning of a form letter?
- (7) What should be the characteristic feature of letters sent to the trade?

- (8) (a) Write a short first paragraph for a form letter intended to interest people in buying a piano. (b) Write a suitable closing paragraph for the same letter, the idea being to prevail on the reader of the letter to come to the store and look at the instruments. Write only these two paragraphs.
- (9) Write a form letter that is to be sent to the regular customers of a merchant tailor, announcing the sale of a lot of remnant trousers patterns. Each remnant contains enough for one pair or two pair of trousers. These are regular \$6.50, \$7, and \$7.50 trousers to be sold at \$5.50, or two pair from the same measure and ordered at the same time for \$10. These remnants are not to be advertised in the newspapers at once, but will be held for old customers for a week before they are shown in the windows and announced to the general public at the special prices.
- (10) Prepare a series of three one-page form letters (to be set in 12-point typewriter type) to go to the drug trade. showing why it is to the interest of the druggist to handle Resinol Soap. Lay stress on the extensive advertising that the Resinol Company is doing (the amount spent annually may be estimated), and explain that it is to be kept up and the druggist will lose sales if he does not have the soap to meet the demand. Bring out the fact that the soap is so satisfactory that those who buy it once become in most cases steady purchasers. It might be well to refer to the magazine advertising of the current month, suggesting the demand it will create, etc. Take \$24 per gross as the price to the trade. The soap sells at retail for 25 cents a cake. Advise that a local newspaper and street-car campaign will be begun immediately in the druggist's city and that the Resinol representative will call in a few days to take his order.

NOTE.—A Resinol-soap advertisement appears in Copy for Advertisements, Part 2. This gives information about the soap. If it is preferred, a series of letters—not less than two—about some commodity that is better known or relating to a business about which more can be learned, may be substituted for the Resinol series of letters. The substituted series need not necessarily be addressed to one of the trades but may be addressed to prospective consumers.

# CATALOGS, BOOKLETS, AND FOLDERS

(PART 1)

- (1) Why is a cover usually desirable for a catalog?
- (2) Name some points that should be considered when trying to decide whether a catalog should be very concise or full of details.
- (3) In comparing the special catalog with the general catalog, what can be said in favor of the one that deals with only a single line of articles?
- (4) What are the principal mechanical details to be considered when about to prepare a catalog or a booklet?
- (5) (a) What is the standard proportion in a book page?(b) Is it best to follow it invariably?
- (6) What rule should be followed regarding the number of pages for a catalog or a booklet when the number is to be greater than 16?
- (7) What should be understood by the notation of  $22\frac{1}{2} \times 28\frac{1}{2}$ —120 on a sample of cover paper?
- (8) What size should be adopted for a booklet that is to be mailed in a No.  $6\frac{3}{4}$  commercial envelope?
- (9) (a) Cite a case in which fairly cheap, thin paper would be advisable for a catalog. (b) Cite a case in which high-grade paper should be used.



# CATALOGS, BOOKLETS, AND FOLDERS

(PART 2)

- (1) What advantage is likely to be gained by consulting a printer before deciding on the mechanical details of a catalog or a booklet?
- (2) Why is it important, before beginning to write a catalog or a booklet, to lay out a general plan by making up a dummy and assigning certain pages to certain features, and so on?
- (3) When may a running-head style be used with advantage?
- (4) (a) Name a business that should have a catalog of rather dignified arrangement, inside pages 1 and 2 to be left blank, followed by a title page, etc. (b) Name another business as an example of one where the first inside page of a catalog or a booklet might very well contain text of an introductory nature.
- (5) How may a writer estimate the amount of copy required to fill an illustrated page of a circular set in a type such as Cheltenham?
- (6) Mention some methods of obtaining data for writing catalogs or booklets.
- (7) From what sources may technical information be obtained?

- (8) In a catalog or a booklet dealing with a new device. what kind of matter should be prepared for some of the first pages?
- (9) As a general rule, in what part of a circular dealing with a subject such as an investment should information about cost, admonition, and directions for ordering be placed?
- Why are good testimonials valuable matter for most (10)circulars?
- (a) Why is it advisable on circulars of more than a (11)few pages to make up a dummy with a duplicate copy of the proof? (b) Is it proper to cut up the official proof of a catalog or a booklet? (c) Should typographical corrections be written on the proof dummy?
  - Which is the third cover page? (12)
- (13) Make up a neat dummy for an 8-page booklet to be sent out in an envelope  $6\frac{1}{2}$  in.  $\times$   $3\frac{5}{8}$  in. Select some subject that is familiar or one that can be investigated thoroughly. Prepare the dummy carefully: decide on a type design or an illustrated design for the cover. If a type design is selected, letter the cover neatly; if an illustrated cover is adopted, paste on an illustration of about the kind that should be used. or sketch on the cover the desired illustration. Show, by headings, what copy is to go on the various pages; specify type for both headings and text; indicate how wide the matter shall be set and what border shall be used, if any. Show what kind of illustrations are to be used on the inside pages. if any, giving full directions for size and style. If initials are to be used, specify the kind. Specify also the colors of ink and show what is to be printed in each color. Paste the layouts in on the various pages if they are made on separate sheets. This dummy is not to be sent to an advertiser, but is to be a complete guide to the printer and artist. Then write copy for the booklet, preparing as nearly as possible the right amount for the space. If desired, the subject of the booklet may be advertising service, and it

may be written as if the ad-writer had planned to send the booklet to a list of advertisers, with a view to securing work. Send in both dummy and copy for criticism.

Note.—In making up the dummy, it is desirable that cover stock and paper be used of the grade that is advocated. If this plan cannot be carried out completely, try to carry it out partly by using the blank side of a cover torn from some piece of printed matter and at least one sheet of inside paper of the kind desired (this may also be made up of a blank page torn from some circular). If neither plan can be adopted, use any kind of paper, but specify style for both cover and inside pages. State for what class booklet is written, how it is to be used, what other matter will be used with it, etc.

(14) Make a careful layout and write copy for an attractive 4-page folder. In making the layout, take a single sheet, measuring about 8 in.  $\times 5\frac{1}{2}$  in. and fold it once, thus making 4 pages—2 outside pages and 2 inside pages, measuring 4 in.  $\times 5\frac{1}{2}$  in. each—as shown in Fig. I. The first outside page should be given up to some title, illustra-

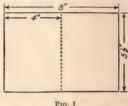


FIG. I

tion, or words that will direct attention to the inside matter. Indicate what color of paper, type, etc. shall be used. Use at least one illustration. Select a subject that is familiar or that can be investigated. Several articles may be treated if they relate closely to each other, as, for instance, shirts, collars, and cravats.



# MANAGEMENT OF GENERAL CAMPAIGNS

(PART 1)

- (1) In what respect does the general campaign differ from the retail campaign and the strictly mail-order campaign?
- (2) Why is it so important, in planning a campaign, to consider the distribution of the goods?
- (3) (a) Describe three trade channels that goods follow in going from the manufacturer to the consumer. (b) Why does advertising have a tendency to shorten the trade channel? (c) Why is it not always practicable for the manufacturer to undertake to deal direct with the retailer? (d) Mention an advertiser that has a chain of retail stores, or his own selling force. (e) May an advertiser sell both to retailers and to jobbers?
  - (4) What two principal values has a good trade mark?
- (5) (α) Of what may a trade mark consist? (b) What should be kept in mind in making a design for a trade mark? (c) What are the features to be desired in adopting, or coining, a trade name?
- (6) (a) What classes of words cannot be protected under the Federal trade-mark law? (b) Could exclusive right to "Fast black" be acquired by a manufacturer of stockings?
  (c) Could the name "White House Coffee" be protected

2

under the Federal trade-mark law? Explain why it could or could not be protected.

- '(7) (a) On what principle is the infringement of trade marks decided? (b) Would "Electric-Silcon" be an infringement on "Electro-Silcon?" (c) Would the name "Royer Baking Powder" be an infringement on the name "Royal Baking Powder" if it were used on a package of a size and style similar to that of the Royal package?
- (8) (a) What advantage is gained by registering a trade mark in the United States Patent Office? (b) In case of doubt as to the validity of the name or device, what step should be taken?
- (9) Suggest a name for a superior new ice-cream freezer manufactured by the Richmond Cedar Works, of Richmond, Virginia. Show how the name of the freezer could be arranged in some distinctive way, with or without the name of the company and with or without a trade phrase (using your own judgment as to this), the idea being to have the arrangement registered as a trade mark.
- (10) Suggest an appropriate name for a brand of boys' shoes made to stand hard use.

# MANAGEMENT OF GENERAL CAMPAIGNS

(PART 2)

- (1) Could the manufacturers of the Linotype machine carry out a profitable general campaign by using newspapers or the general magazines?
- (2) Name some methods used by general advertisers in trying to gain the interest and cooperation of the retailer.
- (3) Mention a product (other than those mentioned in this Section) of such a nature that sampling, demonstrating, or special window displaying would be an important factor in the campaign.
- (4) If a shoe manufacturer selling his product with moderate success in the most populous parts of New England wishes to advertise a new high-grade shoe for women and can spend only \$1,000 a month for the first year, would it be advisable to start (1) a general magazine campaign or (2) a concentrated campaign in New England and a gradual extension of the territory by newspaper advertising? This manufacturer has not advertised to the general public, but has heretofore merely sold a general line of popular-priced shoes, without trying to create a demand for any particular model or name.
- (5) Assume that the magazine campaign outlined for Imperial Coffee has after a year's trial been only moderately

successful, and that the advertiser decides to try a newspaper campaign, spending \$50,000 a year. Explain briefly a plan for this newspaper advertising. Assume that the magazine campaign has secured at least one retailer in all cities with a population of over 25,000, that in each of the cities of 100,000 or more, several retailers are carrying the coffee, but that in most cases the company has received comparatively few inquiries from any one grocer's patrons—not enough to induce grocers in general to buy a stock and cooperate in pushing Imperial Coffee.

(6) The Thym-a-tol Dental Company, of Norwich, New York, manufactures Thym-a-tol tooth paste and Thym-a-tol tooth powder. The paste is put up in collapsible metal tubes about 4 inches long and 1 inch wide. To get a little of the paste out, the user has only to unscrew the cap and squeeze the tube. Thym-a-tol is made in powder form merely because some people prefer powder to paste. The retail price of the regular size (2-ounce package) of Thym-a-tol is 25 cents. The price to retailers is \$1.75 per dozen tubes and \$20 per gross. The following is matter from the manufacturer's booklet:

Thym-a-tol cleanses and polishes the teeth, retards or prevents decay and keeps the gums healthy. It contains these ingredients:

Antiseptic and germicidal—hydronaphthol, thymol; tonic and antiseptic—sulphate of quinine; abrasive and cleansing—prepared chalk, calcined equisetum, pure castile soap; aromatic and stimulating—oil of wintergreen, oil of peppermint, oil of cinnamon, oil of anise.

Hydronaphthol is the most valuable stimulating antiseptic ever used in the mouth. It kills the bacteria that cause the teeth to decay. It also prevents the formation (from decaying food particles) of the acids that destroy the enamel and make it possible for these bacteria to eat into the body of the teeth. Hydronaphthol, therefore, not only prevents decay but checks any decay that may have commenced before Thym-a-tol is used. It is also a specific (sure remedy) in cases of ulceration. Supported by thymol, also of great antiseptic value, it places Thym-a-tol in a class by itself as a medicinal dentifrice.

Sulphate of quinine is, as every one knows, a most valuable tonic and is almost a specific in inflammatory conditions of the membranes of the mouth. It is also antiseptic to a marked degree. The bitter taste is entirely concealed in Thym-a-tol.

The quinine and hydronaphthol combined make Thym-a-tol especially valuable to sufferers from spongy, sensitive, and discharging gums. No dangers to the teeth are greater than those arising from diseased gums. Thym-a-tol is generally recommended by dentists as a remedy in such cases. No other dentifrice contains these medicinal elements.

The chalk, calcined equisetum, and castile soap combined make Thym-a-tol a perfect tooth cleanser. Calcined equisetum is a valuable abrasive (cleanser by friction) not found in any other dentifrice.

The aromatic oils contained in thym-a-tol are antiseptic and stimulating in effect and give it that delightful fragrance and flavor which makes its use a pleasure instead of a disagreeable duty.

How to Use Thym-a-tol.—Moisten the brush. Take a quantity of Thym-a-tol on the ends of the bristles. Brush the upper teeth from above downward and the lower teeth from below upward. Brush both sides toward the cheek and the sides toward the tongue in this way. This makes a toothpick of each bristle and cleans the spaces between the teeth. It is more important to cleanse the spaces between the teeth than to clean the teeth themselves.

Brush the grinding surfaces of the teeth. Do not rinse the mouth after using Thym-a-tol.

When to Use Thym-a-tol.—Thym-a-tol should be used after meals and just before retiring. If the teeth cannot be brushed after meals no great harm will ensue if they are brushed at night. During the hours of slumber the agents of decay do most damage. Thym-a-tol removes many of these agents, kills many more, and exerts a beneficial influence for hours after it is used.

Thym-a-tol is not a new dentifrice; it is offered for sale by a great many stores. But assume that it is new, that the manufacturer is ready to market the article but has not distributed nor advertised it at all. He is willing to spend \$18,000 the first year for advertising. Make up an advertising and selling plan, giving all important details, just as if the plan were to be submitted to the advertiser for his approval. Prepare and include a specimen advertisement. It is a good idea to see and use Thym-a-tol. The manufacturer will send a small trial tube on receipt of a request. Before deciding on plans, make as careful a study, as circumstances permit, of how people are influenced to begin using a dentifrice, through what channels dentifrices are marketed, how competition and substitution can be best overcome, etc.



# MANAGEMENT OF MAIL-ORDER CAMPAIGNS

- (1) Into what three classes may mail-order advertisers be divided?
- (2) (a) Of what service are mail-order departments to advertisers that sell by other methods? (b) Name an important point to be considered when organizing a mail-order department for such a firm.
- (3) What are the principal advantages and disadvantages of the mail-order plan?
- (4) If an advertiser has only one article of a staple character, what selling features must it have in order that he may build up a successful mail-order business?
- (5) Mention some questions that should be answered when formulating a selling plan for a mail-order business.
- (6) What may be done to make it easier for a mail-order customer to send an order?
  - (7) Mention two ways of securing agents.
- (8) If it were the object to sell 10-cent packages of dyes by mail, what form of compensation would it be advisable to offer agents for selling a dozen 10-cent packages?
- (9) In what principal features do mail-order advertisements differ from other advertisements?
- (10) If the ad-writer is in doubt about which one of two pieces of copy is the stronger, what is the best plan to follow?

(11) Outline a mail-order campaign for Leonard Phillips, maker of trousers, Rochester, New York. This tailor makes trousers to order at \$5, \$6, and \$7 and wishes to build up a mail-order patronage. He buys trousers patterns in large quantities, thus getting low rates and having a good margin of profit. His system of fitting is very good, as are also the style and workmanship of the trousers, the sewing being all done with silk. Give complete details of a good selling plan and a complete list of the printed matter and other material to be used, stating how it is to be used, etc. Submit copy and layout for one advertisement. Name the mediums in which the advertisement is to appear. Also submit copy for a booklet cover and copy for at least one form letter, if it is decided to use booklet and form letters. State what offers would be made in additional form letters; that is, if a series is thought to be advisable. The ad-writer should assume that the advertiser has engaged him to prepare this campaign, and his report on this problem should be just the same as he would make to an advertiser.

# Short System of Figuring

Don't waste valuable time and mental energy puzzling over a surplus of useless figures. My book "Products or Dividends" gives correct results instantly! Beats any other system or machine in existence; saves time, worry, and money; absolutely infallible:

G. A. Christensen, Civil Engineer, 775 14th Street. - San Francisco, California

## Fig. I

(12) The advertisement shown in Fig. I appeared in a magazine recognized as a paying medium for business books. As a result-producer, it was a failure. Write a criticism of the advertisement, pointing out its weaknesses and suggesting what changes would probably make it a profitable advertisement.

# MISCELLANEOUS DETAILS OF MANAGEMENT

- (1) (a) Why is it so important to check results? (b) Mention two methods of keying mail-order advertisements; ( $\epsilon$ ) one method of checking the results of general advertising; and (d) one method of checking the results of retail advertising.
  - (2) What may be said in favor of the use of coupons?
- (3) What important facts should the advertising records and reports of a mail-order business show?
- (4) What is a fair way of giving credit for unkeyed inquiries?
- (5) Would it be advisable for a firm selling indoor games of all kinds to advertise during June, July, and August?
- (6) What danger is there in discontinuing the advertising for an article, such as a shoe, that is needed all the year round?
- (7) If an ad-writer were preparing advertisements for a jewelry store of the middle class that had lately put in a large stock of diamonds, and the daily papers contained a short item about a sudden 20-per-cent. increase in the cost of diamonds, how could the news item be utilized to advantage?

(8) (a) What useful purpose does copyrighting serve? (b) Where must artistic advertising prints, proofs of engravings, etc. be registered? (ε) Is an 8-page, paper-bound booklet a book in the meaning of the copyright law? (d) How may a copyright be secured in the United States? (e) What constitutes infringement of copyright?

# THE ADVERTISING AGENCY

- (1) Describe briefly the service of a modern advertising agency.
- (2) Why would not the general advertiser do just as well to deal direct with publishers as he would to deal with them through an agency?
- (3) What commission is usually granted to agencies:
  (a) by newspapers? (b) by magazines?
- (4) (a) On what principle do publishers give agencies a commission? (b) What are the faults of the commission scheme? (c) On what class of business do newspapers usually refuse to grant commissions? (d) Why do so many trade papers refuse to grant commissions to advertising agencies?
- (5) (a) What commission (give merely the percentage) on magazine advertising and what commission on newspaper advertising would probably be retained by a high-grade agency for handling an appropriation of about \$25,000 a year? (b) What would probably be the commission in each case if the yearly appropriation were \$150,000?
  - (6) What does "recognition by publishers" mean?
- (7) What is the work of a solicitor of an advertising agency?
- (8) What important points are to be considered in selecting an advertising agency?

- (9) What, in brief, may be said in favor of: (a) the large agency? (b) the small agency whose principals deal personally with their clients?
  - (10) Why are credit risks great in advertising work?
- (11) Why is it difficult and usually inadvisable for men inexperienced in the agency business to establish such a business?
- (12) If an advertising agency were given authority by the officials of a city several hundreds of miles distant from the agency's office, to spend \$75,000 in advertising the industrial advantages and the home-life attractions of the city so as to bring new enterprises and new inhabitants, what preliminary steps would probably be taken by the agency before making up its written plan of a campaign?

NOTE.—In answering this question, the campaign itself need not be planned, for this could not be done intelligently without more details of the actual problem. The object of the question is to draw out a description of how an energetic agent would go about gathering information on which to construct a campaign plan.

# HOW TO ENTER THE PRACTICAL FIELD

## **EXAMINATION QUESTIONS**

- (1) (a) What are the principal kinds of advertising positions? (b) Which appeals most strongly to you? Give reasons.
- (2) What is the difference between the work of an ad-writer and that of an advertising manager?
- (3) What are the important first steps to take when a merchant agrees to let you prepare his advertisements?
  - (4) What are the two best ways to get a position?
- (5) Submit layouts of a letterhead, an envelope, and a card for yourself, to be used in carrying on the business of an ad-writing office.
- (6) Write a letter, showing how you would solicit the writing of a retail advertiser's advertisements.
- (7) Write a letter of application to one of the following: A general advertiser; a mail-order advertiser; a technical or trade-paper advertiser; the proprietor of a department store; an advertising agency; a publisher.
- (8) Write and lay out either (a) a mailing card, or (b) a concise advertisement for one of the publications devoted to advertising, for a trade paper, or for a newspaper, showing how you would advertise your ability.

NOTE.—In doing the required work on questions 5, 6, 7, and 8 it is expected that original ideas will be used. Do not copy the model forms shown in this Section.



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Note.—All items in this index refer first to the section, and then to the page of the ion. Thus, "Antique-finish covers, §19, p29," means that antique-finish covers will be found on page 29 of section 19.

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